AUGUST 7, 1950

BROADCASTING TELECA

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The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

THE LARGEST LISTENER MAIL IN WLS HISTORY!

THE LARGEST LISTENER MAIL IN WLS HISTORY!

THE LARGEST LISTENER MAIL IN WLS HISTORY!

IN THE FACE of constant stories that AM radio is losing audience and that the public's interest is turning elsewhere, WLS listener mail in the first six months of 1950 was the largest of any like period in the station's history.

WLS has always proved its audience and the responsiveness of that audience by letters from listeners. For twenty years we have been proud of the fact that more than a million listeners wrote the station each year. This year only slightly less than a million letters were received in the first six months.

This mail increase was not prompted by any extraordinary incentives. Only usual program offers were used. It certainly is proof that the WLS audience is not being led away; that it listens—and responds.

For case histories on how this responsiveness has produced sales for WLS advertisers, write WLS, CHICAGO 7, or call any John Blair man.

The Largest Listener Mail in WLS History!

THE WLS MARKET is worthy of your consideration. 16,922,600 people in this WLS coverage area spent 15½ billion dollars on retail sales last year out of their effective buying income of $24,209,870,000. These people can best be reached by radio—most effectively and economically by WLS.

Source: 1950 *Survey of Buying Power*. 1949 BMB, WLS daytime, 10-100% coverage.

WLS CHICAGO 7 The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Look at

TELEVISION IN THE WHAS TRADITION

"Sportraits"

"T-Bar-V Ranch"

...popular ...age range. ...Cactus" his ...comedy, adventure ...s. A rip-roaring serial is ...and the show's impact has ...000 beanie hats for a local bottling ...minute format.

"Walton Calling"

...sian ... laughin... Long bef... picture; W... ...on stunts toward ... ...esult: a smash-hit partic... ...large studio audience each week. It's the show where nobody is safe except the lucky sponsor. 30 minute format.

WHAS-TV

live talent productions especially for

Participating Sponsors

A Basic CBS Affiliate . . . and the cable is coming in October

WHAS-TV
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

They're a perfect match!

IN Intermountain America, KSL's 55-county primary listening area and the vast Salt Lake City wholesale distribution area are a perfect match.

Because these areas coincide almost exactly, county for county, 50,000-watt KSL delivers customers where you deliver your product. Thus, your advertising and your distribution go hand in hand. Without waste . . . without duplication.

What's more, with KSL you can cut the finest sales figure in all Intermountain America. Because the more-than-a-million people in KSL's primary area spend more than $750,000,000 annually in retail sales. And because throughout this wealthy market KSL — with an average 34.9% share of audience all week long* — ***gives you far more customers at less cost than any other station or regional network!***

The pattern is simple: to sell Intermountain America you need KSL — and ***KSL is the one and only station you need.***

KSL 50,000 WATTS
SALT LAKE CITY'S CBS OUTLET
REPRESENTED BY RADIO SALES

*INSIDE Salt Lake City, KSL has 50% more listeners than the second station. All source material available on request.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING TELECASTING ...at deadline

Closed Circuit

PLAN for Broadcasters Defense Council, gathering momentum since first broached by Presidential Assistant John R. Steelman three weeks ago, may flower into actuality shortly. Such names as David Sarnoff, William S. Paley, Edward J. Noble, T. C. Streibert and James D. Shouse mentioned for membership on top policy council under probable chairmanship of NAB President Justin Miller.

REPORT published Friday in Charlotte (N. C.) *News* that WBT's Charles Crutchfield may head new Federal censorship and information agency uncomfirmable in official quarters. Mr. Crutchfield noncommital but it's known he spent several days in Washington last week conferring with highest authorities. Eventual censorship office and counterpart of World War II Office of War Information being discussed by President with military and special agencies as well as legislators. It's presumed Mr. Crutchfield's possible availability for one or other top job (censorship or information) is being explored.

AMID talk of reinstatement of censorship, question appears to be whether it shall be civilian or military. In last war it was civilian with Censorship Director Byron Price reporting direct to President, skirting military entirely. That, according to those who were through that grind, was reason for its outstanding success.

NAB special board meeting today and tomorrow will follow defense theme. Wayne Coy, FCC Chairman, meets with board at 9 a.m. session Tuesday. Board meets at White House with Presidential Assistant Steelman at 3 p.m.

CONCERN evidenced in agency as well as station quarters over reports that TV stations are especially susceptible to use as "homing devices" for enemy guided missiles and accordingly would pose potentially serious threat in wartime. Technical authorities don't discount idea of "homing" on almost any radio signal—AM, FM and TV included—but point out on other hand that it involves many difficult factors, particularly in case of guided missiles as distinguished from piloted craft.

FROM "homing" standpoint, experts can make out good case against blackout of U. S. radio unless Canadian and Mexican stations are silenced too. The say enemy could "home" to U. S. target on signal of strong border station in that area, though in case of guided missiles in particular it would be tricky job to make cut-off accurately on target.

LEGAL step to make possible sale of Don Lee properties taken with posting of "notice of intention to sell on and after Aug. 5" by Public Administrator Ben H. Brown. Posting understood formality which makes sale possible within one year. So far as known, no deal is imminent. There are several bidders for segments of property, including CBS bid for

(Continued on page 82)

Upcoming

Aug. 7-8: NAB Board meeting, NAB Hdqrs., Washington.
Aug. 7-8: NAB FM Committee-Station meeting, NAB Hdqrs., Washington.
Aug. 8: Emergency meeting RTMA Board, Roosevelt Hotel, New York.
Aug. 10-13: AFRA Convention, Sheraton Hotel, Chicago.
Aug. 14-15: NAB District 17, Benjamin Franklin Hotel, Seattle.

(Other Upcomings on page 64)

Bulletins

SINGLE PACKAGE, $34 billion appropriation bill, providing funds for FCC, State Dept. and other government agencies, passed by Senate late Friday (see story page 33).

ARMOUR & Co., Chicago, for Dial soap, Chiffon Flakes and other products, will sponsor 11:15-11:30 a.m. (CDT) period five times weekly on full NBC network starting Sept. 4 for 52 weeks. Program, as yet unchosen, will originate at this time for Central, Mountain and West Coast time zones, and will be repeated via tape for East, at 1:15 p.m. Agency, Foote, Cone & Belding, Chicago.

STANDBY wage-price-rationing legislation, providing exemption for time rates charged by radio-TV stations, abandoned late Friday by House of Representatives (early story page 61).

PONTIAC MOTOR CARS to start Sept. 24 national AM and TV spot campaign for eight weeks through MacManus, John & Adams, Detroit. Availabilities being studied.

JIMMY DURANTE signed by NBC to exclusive five-year radio-television contract at figure reported in excess of million dollars. He is to alternate with Ed Wynn, Danny Thomas and Spike Jones on NBC-TV Wednesday night show starting Oct. 18. Deal calls for ten guest appearances per year for first two years.

RTMA BOARD TO HOLD EMERGENCY MEETING

EMERGENCY session of board of Radio-Television Mfrs. Assn. to be held Tuesday at Roosevelt Hotel, New York. Meeting called Friday by RTMA President R. C. Sprague, of Sprague Electric Co., because of rearmament program. Regular board meeting scheduled Sept. 20 in New York.

Vital problems affecting manufacturing industry to be taken up, President Sprague said, with military officials having indicated industry will be called on to produce 1 to 1½ billion dollars worth of electronic items in the next 12 to 15 months as part of rearmament.

NBC NAMES MUNSON

BRIG. GEN. Edward Lyman Munson, former 20th Century-Fox producer, Friday appointed director of NBC-TV Film Division. Gen. Munson joined 20th Century-Fox after 24 years of Army service, including assignments as chief of Army Pictorial Service and administration of Army Information Division.

Business Briefly

BRYLCREEM SPOTS ● County Perfumery Ltd. (Brylcreem men's hair dressing) preparing spot announcement campaign starting Sept. 28, 26 weeks. Agency, Atherton & Currier, New York.

VICK APPOINTS ● Vick Chemical Co. appoints BBDO New York to handle television advertising. Morse International, New York, continues to handle radio.

NAB, RTMA FILE PROTESTS ON 10% TV SET TAX

PROTESTS filed Friday by NAB and Radio-Television Mfrs. Assn. against proposal of John W. Snyder, Secretary of Treasury, that 10% excise tax on radio sets be extended to TV receivers.

In letter to Sen. Walter F. George (D-Ga.), chairman of Senate Finance Committee, RTMA Excise Tax Committee termed Snyder proposal contrary to public interest. Proposed TV tax was killed by House committee. Letter signed by Allen B. DuMont, Allen B. DuMont Labs., chairman, and A. M. Freeman, RCA-Victor, vice chairman.

RTMA asked chance to be heard by Senate committee, explaining TV is important medium of public information and not just form of entertainment.

Don Petty, NAB general counsel, wrote Sen. George, TV sets should be made as readily and economically available to all income groups as is consistent with necessary allocation of essential materials. He noted armed forces have used TV as medium of mass instruction and emphasized its value for emergency training in critical centers.

ASSOCIATION CHARTERED

ELECTRONIC Parts Mfrs. Assn. filed incorporation papers Friday in District of Columbia, according to Charles C. Koch, newly elected president. He said group comprises leading components and parts makers, 15 of whom met last week in Chicago. First regular meeting to be held in Chicago Aug. 16. Mr. Koch said organization will coordinate parts company efforts with requirements of armed services. He is president of Merit Transformer Corp., Chicago.

FOREIGN RADIO PLAN OKAYED

OUTLAY of $41,288,000 for construction of six high powered radio stations and purchase of 200,000 low-cost sets for foreign listeners tentatively approved Friday by House Appropriations subcommittee, headed by Rep. John J. Rooney (D-N. Y.). Funds originally sought by President Truman in supplemental request (see story page 33; also story page 21).

OPPENHEIM APPOINTED

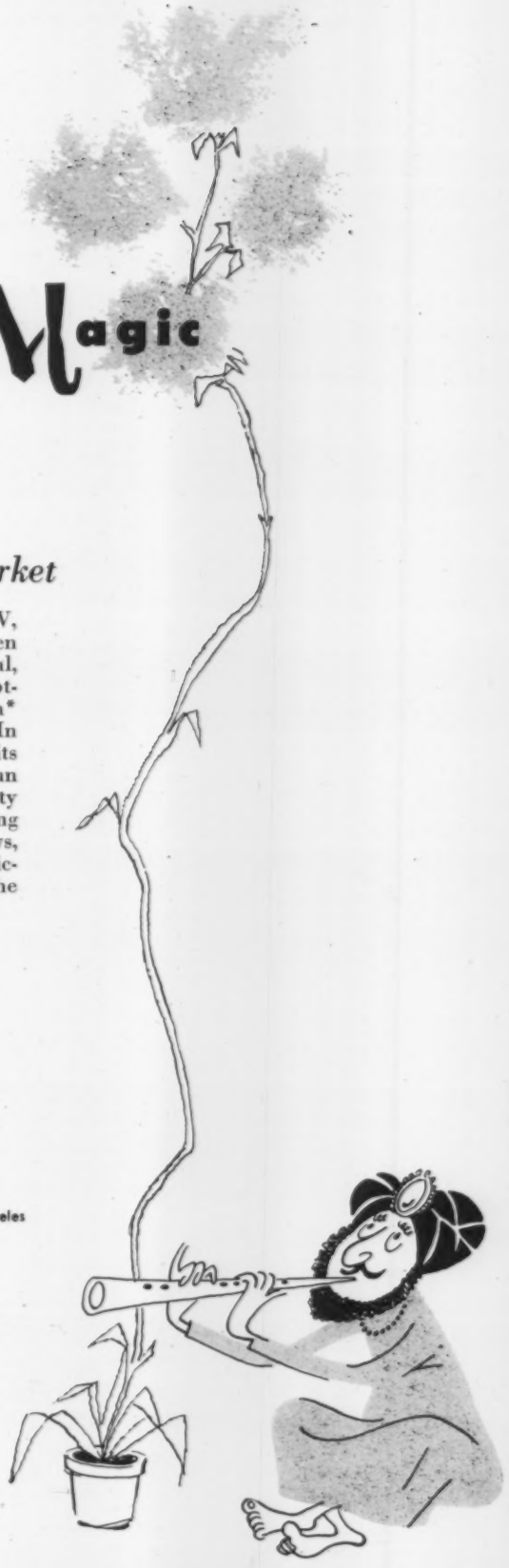
DAVID Oppenheim appointed music director for Masterworks Division of Columbia Records Inc. A performing musician of extensive experience, Mr. Oppenheim is graduate of Eastman School of Music.

XUM

Growing Like Magic

The WDEL-TV audience in the rich Wilmington, Delaware market

In fourteen months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth* of this market—make it a unique buy. In the first year of telecasting, set sales in its area jumped more than 700%! You can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.



** Sales Management's 1950 Survey of Buying Power places Wilmington first in income per family among all U. S. Metropolitan centers of 100,000 or over. Figures released by U. S. Census Bureau, 7/2/50, report Delaware as having highest per capita retail store expenditure of any State, topped only by District of Columbia.*

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV

CHANNEL 7

Wilmington • Delaware

NBC

TV • Affiliate

As he sews, so his sponsors reap

Skillful in direct selling as well as in prestige-building, he stitches a sturdy fabric from the news. His "needlework" is heard by approximately 13,500,000 listeners weekly.

As Mr. P. K. Smith of P. K. Smith & Co. wrote to Station WTSP, both of St. Petersburg, Florida:

> "We feature a cross section of merchandise which appeals to the masses of the people. On numerous occasions we have introduced or offered new items exclusively through the Fulton Lewis, Jr. program. Therefore, we feel qualified to state unconditionally that this medium of advertising is highly effective...
>
> "It is our firm belief that this is one of the finest prestige programs on the air today."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING • TELECASTING

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Two ways to call hogs...

You see the porkers come a-runnin' when a champion hog caller gives out with those melodious, come-hither tones that carry for miles. But the call that brings them to market is the solid clink of cash on the line.

And with 4,000 meat packers putting their cash on the barrelheads every day, each of them has to make his money shout loudly enough to attract the necessary supplies to his own plant.

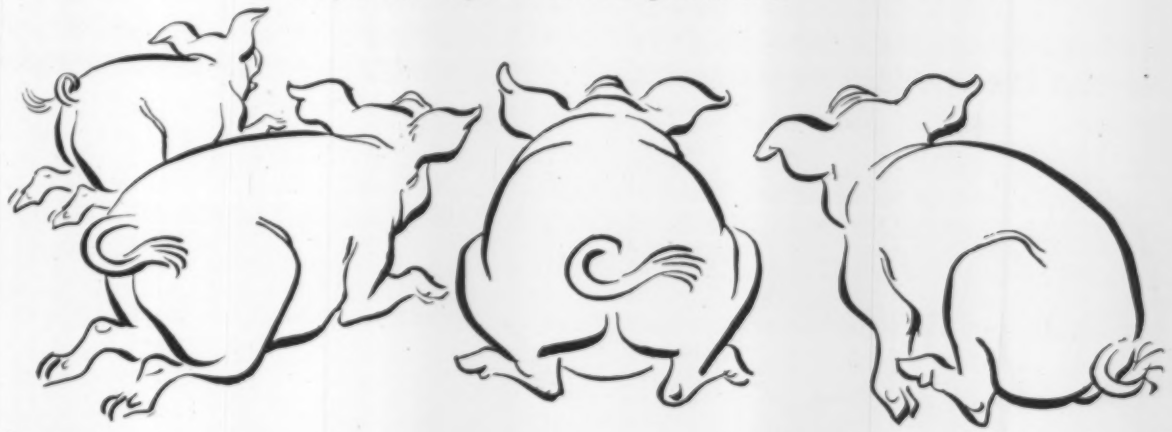
As each packer bids for animals he has to keep two sets of opposing figures in mind. The prices he pays must be high enough to be acceptable to farmers, who want to come out ahead on the "board-and-keep" bills run up by their pigs, lambs and steers. On the other hand, the meat packer must buy on a basis that permits him to compete with other packers when it comes to selling meat.

This competition for supplies and markets helps keep the price of meat animals and meat at the natural levels set by the law of supply and demand.

A side light on the American meat industry

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

XUM

TESTING—
ONE, TWO, THREE...
OR MORE!

So many factors blend into salesmanship — product, package, distribution, dealers, to name a few — that even the shrewdest planning, soundest copy slant, painstaking choice of medium may fail to ring the bell when the results are in.

That's why a well-timed test, with prompt returns to check . . . from one market or from many, is often your wisest investment.

✔ **Spot radio means testing at its surest, promptest efficiency. Spot takes soundings, charts the shoals and channels, helps you set a swift and direct course. Spot shows results in days instead of weeks, or weeks instead of months. And on the stations listed here, Spot performs its best-developed job →**

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

THINKING ABOUT KOREA?

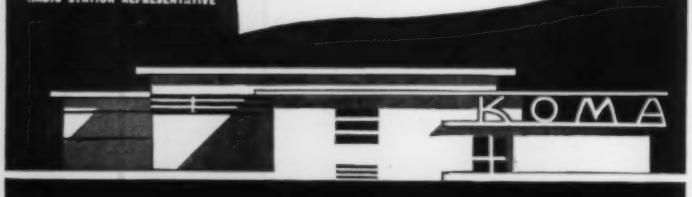
So is just about everybody else . . . and that's why we're expanding the already well-manned and well-equipped KOMA Newsroom. Oklahomans like KOMA Newscasts because they're written and presented in a crisp, clean fashion that distinguishes them from "boilerplate" heard so frequently on stations lacking a professional news staff.

We don't have any newscasts to sell, but we do suggest you check with your nearest Avery-Knodel man for choice adjacencies.

Remember the BIG station in Oklahoma City is KOMA . . . 50 kw . . . CBS.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



agency

PAUL KASANDER, president Nat. Radio Productions, Detroit, to head new radio-TV department William Wilbur Adv., N. Y.

WILLIAM P. PETTIT, N. W. Ayer & Son Inc., N. Y., to Green-Brode Inc., N. Y., as account executive.

D. P. BOWLES, Doherty, Clifford & Shenfield Inc., N. Y., to Maxon Inc., N. Y., as radio-TV copy chief.

GEOFFREY C. DOYLE, Cecil & Presbrey Inc., N. Y., to Robert Conahay & Assoc., N. Y., as account executive.

HOWARD RAPPORT, Dorland Inc., N. Y., to Tatham-Laird, Chicago, specializing in radio-TV copywriting.

CHARLES J. ZELLER, AM-TV director Guenther Bradford & Co., Chicago, named vice president in charge of radio-TV. He is father of boy, William Patrick.

MORTON SILVERSTEIN, copywriter W. B. Doner & Co., N. Y., to Richard & Gunther, N. Y., in same capacity.

VICTOR ATTL to J. M. Strauss & Co., L. A., production department.

JEAN F. WERTH, account executive Dorland Inc., N. Y., to supervisor of accounts Colman, Prentis & Varley Inc., N. Y.

EDGAR W. GILBERT, Fuller & Smith & Ross Inc., N. Y., to Ruthrauff

on all accounts

THE CAREER of Peter Finney, account executive on Admiral Radio for Kudner Agency, New York, seems to validate the principle that "you can't keep a good man up."

Mr. Finney came to his present work from a field only slightly less hazardous than radio and television. He was a test pilot.

Prior to taming gremlins for Bell Aircraft he served as copywriter and public relations man for the Leo Burnett Agency in Chicago.

Before that he was with *Reader's Digest* in an executive role after a freelance tilt with magazines and radio, notably as a writer on some of the *March of Time* programs.

Nor does his background overlook newspapers. As a newspaperman he served on the old *New York World*, the *Washington Herald*, and the *Jacksonville Journal*, among others.

Mr. Finney has been employed in his present capacity at Kudner since October 1949. Before that he was a member of the agency's public relations directorate.

In that position he handled two hour-long network shows called *Salute To the Shriners* for the Shriners Crippled Children's Hospital, featuring such stars as Bob Hope and Dinah Shore. Other clients he serviced for the agency were General Motors, National Distillers, Cleveland Diesel, Benson & Hedges, Texas Co. and Admiral Radio.

It was while working on the latter account that Mr. Finney did such a significant job that the agency awarded him the title of account executive.

Mr. FINNEY

As an account executive on Admiral Radio he supervises all advertising projects for the client, including its television properties, *Lights Out* on NBC-TV and half of the hour-long *Stop The Music* show on ABC-TV.

Mr. Finney is married to the former Annie Daivies. They have five children: Kathleen, 11; Patrick, 10; Michael, 6; Lenoir, 4, and Davies, 2. The family lives in Bedford Village, New York.

Mr. Finney lists "writing" as his only hobby.

beat

& Ryan, N. Y., as copywriter.

GERALD M. McCUE, production manager, to account executive Wilson Haight Inc., Hartford, Conn. ROBERT F. DAWSON, assistant production manager, to production manager. G. FRED PELHAM to assistant production manager.

DOUGLAS STEWART, contact work on Armour account at Foote, Cone & Belding, Chicago, to Ruthrauff & Ryan, same city, as assistant account executive on Red Top Beer and Goodall.

Mr. McCue

JOHN BARTON MORRIS, national sales manager Helbros Watch Co., to William H. Weintraub & Co., N. Y., as assistant director marketing service.

ERNEST DAVIDS, head Ernest Davids & Co., N. N. Y. advertising consultants, to vice president in charge of business administration, newly created post at Dorland Inc., N. Y.

FREDERICK CUNNINGHAM, Waldie & Briggs, Chicago, to Aubrey, Moore & Wallace, same city.

EDWARD K. HARRISON, dean of men Washington U., St. Louis, to Warner, Schulenburg, Todd & Assoc., same city, as account service director. Was principal in Harrison-Rippey Adv., St. Louis.

BERNARD N. CRAVEN, co-founder Craven & Hendrick Inc., N. Y., retires. His stock interest acquired by corporation. H. LINN EDSALL, vice president, elected director and secretary of firm.

G. S. WARREN Jr., D. P. Brother, Detroit, appointed executive on Oldsmobile account. CLARENCE HATCH Jr., executive vice president, continues as supervisor of account.

Mr. Warren

MORRIS E. JACOBS, Bozell & Jacobs Inc., Omaha, elected to board of directors D. A. Schulte Inc. chain stores.

ALAN L. HAUSMAN, Scheck Adv., Newark, to Franklin, Bertin & Tragerman Inc., N. Y., as account executive.

REID PARKHURST, senior vice president and copy chief, Samuel Croot Co., N. Y., to William von Zehle & Co., N. Y., as plans board and creative staff member.

T. M. GRIFFITH, elected president and treasurer, R. E. McCARTHY, executive vice president, of newly formed Griffith-McCarthy Inc., St. Petersburg and Tampa, Fla., after merger of individual agencies owned by Messrs. Griffith and McCarthy.

KENNETH COWAN, account executive staff Henry J. Kaufman & Assoc., Washington advertising agency, father of boy, Richard Craig, July 31. Mrs. Cowan is former Joanne Taishoff.

CHARLES McCANN, research director Ruthrauff & Ryan, Chicago, leaves Aug. 10 for active service with AAF.

GERTRUDE R. DALE, N. W. Ayer & Son, N. Y. and GEOFFREY R. KEAN, Cecil & Presbrey, N. Y., to public relations department Hewitt, Ogilvy, Benson & Mather, N. Y.

EMIL BRISACHER, president, Brisacher, Wheeler & Staff, N. Y., returns to desk after six week's study of economic conditions in Sweden, Norway and Denmark.

ED FRANCK, Young & Rubicam, N. Y., named agency director *We The People*, NBC, Fri., 8:30-9 p.m. DAN SEYMOUR named production supervisor.

EDWARD SCOFIELD, head of own public relations offices in Hollywood and N. Y., forms advertising agency in Hollywood, Edward Scofield Assoc. Offices at 6404 Hollywood Blvd. Phone: Hudson 2-1181.

To a Big City Ad Man unaccustomed to 5 o'clock shadows

5 o'clock in the morning is either awfully early or mighty late. If you've approached it only from the tired city side you have probably missed its more invigorating aspects.

Iowans fare better. Instead of barren asphalt jungles they see fruitful fields with dew glistening in the sunrise. In place of night-deserted buildings they see busy barnyard bustle. They see the shadows of fattening beeves whose composite market weight in 1949 was 2 billion 336 million pounds. *Iowa grows more cattle—and makes more money at it—than any of the legendary range states.*

They see the shadows of a fantastic "pork barrel" worth over $737 million in 1949. *Iowa marketed one-fourth of all the pork in the country last year.* They see the shadow of a gigantic egg which provides pin money for Iowa farm wives of $200 million annually. *The egg and Iowa nestle cosily at the top of the nation's market basket.*

The substance of all these shadows is $2 billion 11½ million for Iowa cash farm income in 1949—first for the nation according to *Sales Management.* Industrial Iowa adds another $2 billion to total individual income. It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

Please ask the Katz man for additional data.

5000 WATTS, 600 KC

WMT CEDAR RAPIDS DAY AND NIGHT

BASIC COLUMBIA NETWORK

Willie Wish says:

More than 40,000 people
see this huge sign every day

One of the brightest spots on Indianapolis' busiest thoroughfare—North Meridian Street—this brilliantly-floodlighted, two-way sign dominates the view for blocks, both ways.

Its message, emblazoned in the sky, is seen by over 40,000 motorists daily. It's changed frequently, giving each advertiser a break . . . becoming still another sales-boosting *bonus* given to the show you purchase on WISH.

wish

INDIANAPOLIS' ABC AFFILIATE
FREE & PETERS, National Representatives
GEORGE J. HIGGINS, General Manager

new business

LECTRICOVERS Inc., N. Y. (electric blankets), names Walter Weir Inc., N. Y., as advertising agency. Spot campaign in radio and TV covering all major markets east of Chicago will begin in early fall. Increase in campaign will follow extension of distribution regionally.

BYMART Inc. (Tintair, hair dye) planning radio participation daytime programs starting Aug. 15. Agency: Cecil & Presbrey, N. Y.

BRESSNER RADIO Inc., N. Y., names Lew Kashuk & Son Adv. Co., N. Y., to direct radio-TV advertising. Cooperative programs with leading manufacturers being arranged.

PEARSON PHARMACAL Co., N. Y., names Harry B. Cohen Adv. Co., N. Y., to handle Ennds (chlorophyl tablet that eliminates body and breath odors internally). Radio-TV will be used.

AMERICAN CYANAMID Co. (agricultural chemical division), N. Y., appoints Hazard Adv. Co., N. Y., to handle spot radio campaign on two products in Tenn., Va., Ky., N. C., S. C., Ga., Ala.

SAV-VUE, de-icer spray, considering spot announcement campaign in northeastern states. Agency: Baldwin, Bowers & Strachan Inc., Buffalo.

NYO-LENE LABS Ltd. (Filmasque facial) names O'Brien & Dorrance Inc., N. Y., to direct advertising. Radio will be used.

HABRO TRADING CO. of AMERICA, Herring Board of Scotland (kippers), names Victor A. Bennett Co., N. Y. Radio will be used.

WYLER & Co., Chicago (soup mixes, dehydrated celery, mint, pepper and mixed flake vegetables), names Weiss & Geller, Chicago, to direct its national advertising. Firm plans to sponsor Mary Margaret McBride in Chicago and N. Y. in fall. Other radio plans being made.

ESSO STANDARD OIL Co. will sponsor U. of Arkansas football games on Arkansas football network, composed of 26 stations in state. Agency: Marschalk & Pratt Co., N. Y.

Network Accounts . . .

GENERAL FOODS shifts two radio shows, *Hopalong Cassidy* from Mutual to CBS, Sat., 8:30-9 p.m. and *My Favorite Husband* from CBS Sun., 6-6:30 p.m., to same network, Sat., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

ESQUIRE BOOT POLISH about to sign contract for sponsorship of *Hold that Camera*, West Hooker package, on DuMont TV Network, starting Sept. 15, Fri., 8:30-9 p.m.

KROGER Co., Cincinnati, starts sponsorship *Alan Young Show* on 18 CBS-TV Midwest and Southern stations, effective Sept. 14, Thurs., 9-9:30 p.m. Agency: Ralph H. Jones Co., Cincinnati.

GENERAL MILLS, Minneapolis, buys half-hour for show on ABC-TV, Sat., 7:30-8 p.m., starting Oct. 21. Agency: Dancer-Fitzgerald-Sample, N. Y.

Adpeople . . .

FRED F. DRUCKER, account executive Newby & Peron Inc., Chicago, to R. Gerber & Co., Chicago, as director of sales and advertising. Newby & Peron is Gerber agency.

DR. HANS ZEISEL, associate director of research McCann-Erickson, N. Y., to Tea Bureau, N. Y., as director of research, replacing EINAR ANDERSON, resigned to become director of research for Thomas J. Lipton Inc., Hoboken, N. J.

RALPH T. JOHANSON, executive vice president G. Heileman Brewing Co., La Crosse, Wis., elected president. ROY E. KUMM, comptroller, named treasurer.

VERNON S. MULLEN JR., advertising manager Miller Brewing Co., Milwaukee, father of boy, Terrence Michael, July 2.

NEWS NEWS NEWS

NEWS COVERAGE FROM THE VANTAGE POINT OF THE NATION'S CAPITAL HAS ALWAYS BEEN A HIGHLIGHT AMONG STRONG SELLING STORIES ON WRC.

WRC CAN NOW OFFER THE FOLLOWING OUTSTANDING NEWS PROGRAMS:

EARL GODWIN

. . . Dean of Washington newsmen, 6:15 - 6:30 PM, Monday through Friday.

12:00-12:05 PM,

Monday through Saturday, an established news period for over thirteen years — available now!

DAVID BRINKLEY

. . . with comment on the noontime headlines, a tightly written ten minutes from 12:05 - 12:15 PM, Monday through Friday.

FRANK BOURGHOLTZER

. . . "WHITE HOUSE STORY", only news show of its kind, a daily five-minute report on the White House by NBC's correspondent, Frank Bourgholtzer. 6:30-6:35 PM, Monday through Friday.

RAY SCHERER

. . . with a Monday through Friday report at another peak listening period—9:00-9:05 AM.

ALL OF THE ABOVE PROGRAMS ARE SUBJECT TO PRIOR SALE, OF COURSE, AND EACH IS CERTAINLY WORTH EARLY CONSIDERATION.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts - 980 KC
Represented by NBC SPOT SALES

feature of the week

Completing the contract for airing Oklahoma U. games on KTOK are seated (l to r): M. E. Lane, general manager, Greenlease Moore Chevrolet Co. and president, Oklahoma Chevrolet Motor Car Dealers Advertising Assn.; Bud Wilkinson, athletic director and coach, Oklahoma U.; standing, Mr. Bell, and Ralph Bolen, president Downtown Chevrolet Motor Co. and secretary-treasurer of the dealers association.

* * *

THE INK is dry on a single-station football contract that looms as one of the largest in Oklahoma's radio history. The price tag for the football package, involving 21 stations, is tabbed at about $30,000 [CLOSED CIRCUIT, July 31].

The contract has been signed by KTOK Oklahoma City and the Oklahoma Chevrolet Motor Car Dealers Advertising Assn. for sponsorship of all Oklahoma U. football games both home and away.

As the key station, KTOK will originate all the broadcasts and relay them to 20 stations in the state. According to Edgar T. Bell, KTOK general manager who has been working out the details with Campbell-Ewald in Detroit, the contract is the biggest of its kind in the state.

Play by play will be handled by

(Continued on page 41)

strictly business

Mr. PARTRIDGE

RUSSELL GLIDDEN PARTRIDGE, advertising manager of the United Fruit Co., New York, is undoubtedly the best friend a banana ever had.

In the pre-Partridge—or dark—age of that imperfectly cylindrical fruit, a banana was at best a pleasant thing to eat, and at worst an unhandy thing to slip on. But since the professional advent of Mr. Partridge, that pulpy perennial of the lunch-pail has bloomed as a thing of glamour in four colors with a home at times on the "Hit Parade."

As a significant development in its civilizing process, the banana also has achieved a given name: Chiquita. Mr. Partridge is the man who gave it.

Inferentially, then, Mr. Partridge also has endowed it with a sex. In fact "Chiquita Banana" has achieved a celebrity unequalled by any of her countrywomen, save perhaps Carmen Miranda who is reliably reported to have made her mark the hard way, and without the help of Mr. Partridge.

Nor does Mr. Partridge scrimp financially on his tasty Galatea. He directs the spending of a mil-

(Continued on page 41)

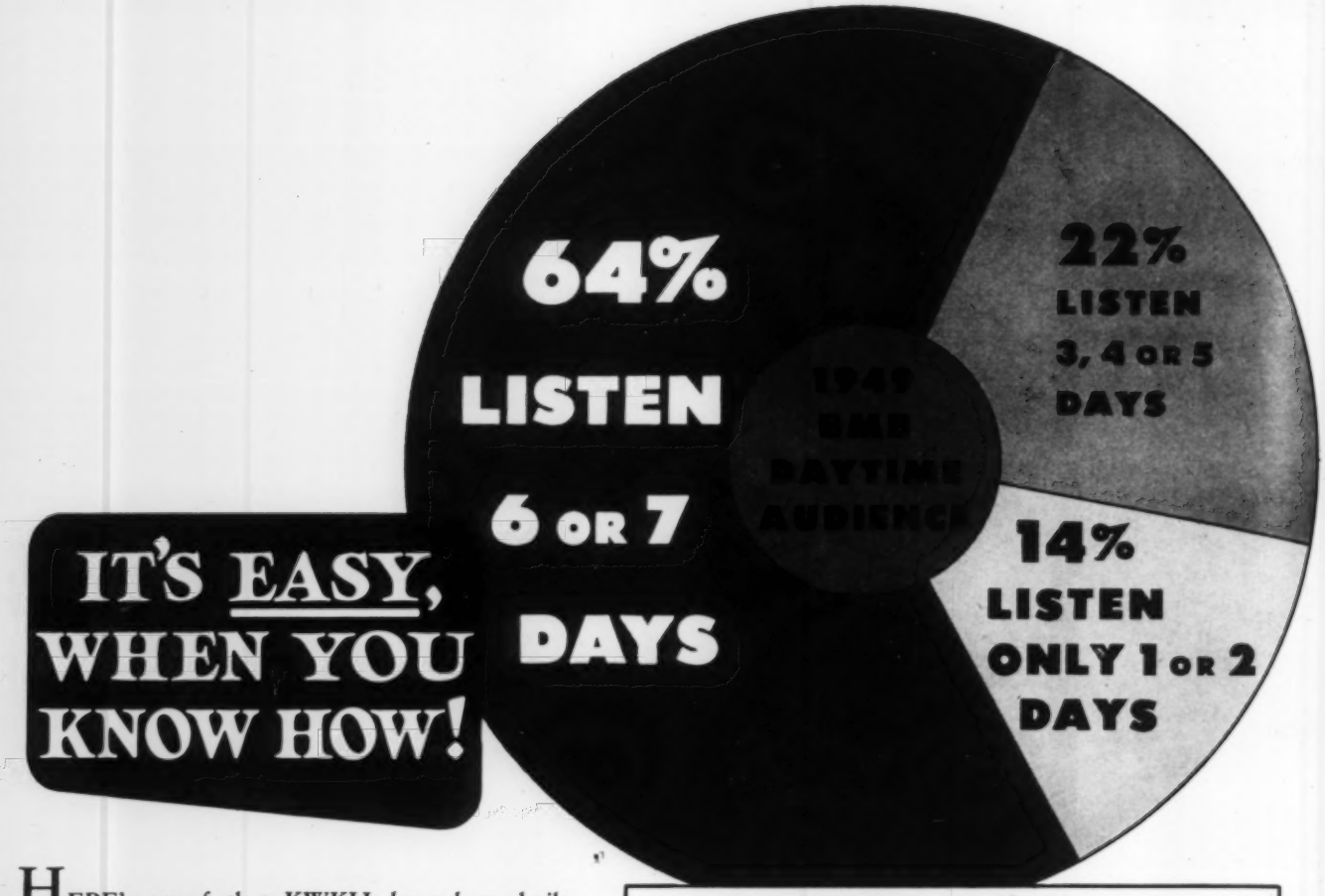
IF YOU'RE INTERESTED IN FACTS...

Current City Hooperatings Prove Conclusively That WISN Is Your Best Buy in the Entire Milwaukee Market.

Let Your KATZ Man Show You Why WISN Costs You LESS MONEY to reach MORE PEOPLE!

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency



IT'S EASY, WHEN YOU KNOW HOW!

HERE's proof that KWKH *know-how*, built through 24 years of experience, pays off in larger audiences *and in greater audience-loyalty*.

The 1949 BMB Report credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—*or more than 75% of its total weekly audience!*

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets *top ratings, Morning, Afternoon and Evening!*

Yes, know-how *pays!* Get all the facts about KWKH, *today!*

HOOPERS TALK, TOO!

	Share of Audience (March-April, 1950)			
	KWKH	"B"	"C"	"D"
Weekday Mornings	44.6%	17.0%	25.2%	12.9%
Weekday Afternoons	41.6%	26.8%	13.3%	16.3%
Evenings (Sun. thru Sat.)	46.4%	25.3%	12.2%	14.2%
Sunday Afternoons	27.9%	23.2%	18.5%	26.4%
TOTAL RATED TIME PERIODS	43.5%	24.0%	15.5%	15.4%

KWKH

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 6 WASHINGTON, D. C., AUGUST 7, 1950 $7.00 A YEAR—25c A COPY

RATING SHOWDOWN

Test Survey Committee Named

THE PROPOSAL to submit Hooper and Pulse survey techniques to an impartial clinical test was placed last week in the hands of a committee of six top national research and advertising industry officials.

But even before the committee could get together, one of its members, Dr. Sydney Roslow, head of The Pulse Inc., charged that he had not been given the promised opportunity to approve its membership.

Representing agency, advertiser and broadcaster figures in addition to heads of the Hooper and Pulse research firms, the committee had been tentatively scheduled to meet in New York this week to see what can be done to bring about the research showdown proposed by KJBS San Francisco [BROADCASTING, July 10, 17, 24, 31].

Appointment of the committee culminated a month of nationwide discussion about the relative merits of the Hooper coincidental and Pulse aided-recall survey techniques. The controversy developed from a KJBS advertisement in the July 3 BROADCASTING in which a showdown test of the two methods was proposed.

As one of the two key figures in the controversy Dr. Roslow strongly objected to appointment of the committee without having a chance to approve its composition. He made the objection in a letter sent Aug. 3 to Stanley G. Breyer, KJBS commercial manager who investigated the controversy.

Committee Named

Named to the committee were:

Fred Manchee, temporary chairman, executive vice president in charge of merchandising and marketing, BBDO, New York, in his capacity as chairman of the AAAA Special Committee of Radio and TV Research Service.

A. Wells Wilbor, director of the Market Analysis Dept. of General Mills, who has been with the company since 1933 and before that with the old Blackett-Sample-Hummert media department. He represents advertisers and has been active in ANA research projects.

Dr. Kenneth H. Baker, director of the NAB Research Dept. and acting president of BMB. He has been in broadcast research two decades, and represents NAB on the committee.

Mr. Hooper

Dr. Roslow

Mr. Avery

Mr. Manchee

Dr. Baker

Mr. Wilbor

* * *

Lewis H. Avery, of the representative firm of Avery-Knodel Inc., as president of National Assn. of Radio Station Representatives.

C. E. Hooper, president of C. E. Hooper Inc., one of the two research firms around whom the controversy centers.

Dr. Roslow, director of The Pulse Inc., second figure directly involved in the research test survey.

Next step in the controversy appeared uncertain at the weekend. Dr. Roslow's letter, while strongly worded, made clear that he was not objecting to membership of the committee but to the manner in which it had been named. He contended the original KJBS specifications for membership had been changed without his knowledge or approval.

* * *

Hooper Views Unknown

No word was received from Mr. Hooper about his views. He was understood to be in Los Angeles and had not been located as BROADCASTING went to press.

Should the committee get together this week its first job will be selection of a permanent chairman. It then will go into every phase of the seething research controversy and decide what to do about the KJBS proposal that a clinical test of Hooper and Pulse methods be conducted in San Francisco to reconcile differences in their radio audience figures.

Mr. Breyer told BROADCASTING prior to receipt of Dr. Roslow's letter that he felt KJBS has completed its role now that the com-

(Continued on page 67)

NEWS SPONSORSHIP

War Brings Increase

RE-AWAKENED emphasis on news inspired by the outbreak of fighting in Korea has begun to reflect itself in radio sales with eight major advertisers within the past fortnight turning to network or regional news programs to exploit their products.

In addition, at least two other advertisers are known to be seeking specifically spot announcements before and after news shows.

Amurol Products Co., Chicago, will sponsor Gabriel Heatter on his Thursday night broadcasts on MBS, starting Sept. 14, to promote its Amurol Ammoniated tooth powder. O'Neil, Larson & McMason, Chicago, is the agency.

The Rhodes Pharmacal Co., Cleveland, starting Aug. 30, will sponsor Gabriel Heatter on MBS, Sunday, 9:30-45 p.m., in behalf of its medicinal product, Imdrin.

During World War II Mr. Heatter was on the air seven days a week. With the end of that war he tapered his schedule down to five times weekly, 7:30-45 p.m., when the news slackened to a peacetime tempo. With the addition of the Sunday program his schedule has increased to six days.

Phillips Petroleum Co. (Phillips 66 gasoline), which sponsors about 25 news programs across the country in as many markets, is considering buying additional news shows in other markets. Two news programs were bought last week on KFH Wichita and WEEK Peoria. This campaign is in addition to its Rex Allen transcribed program which is carried on 64 stations throughout the country. Lambert & Feasley, New York, is the agency.

Serutan Schedule

Serutan Co., New York, on Sept. 11 and 18 will start sponsorship of two news programs—a five-minute newscast and a 15-minute news segment on 200 ABC stations [BROADCASTING, July 31]. Roy S. Durstine, New York, is the agency.

Richfield Oil Co., New York, reportedly will drop its sponsorship of *Escape* on CBS Friday, 10-10:30 p.m. and substitute two CBS news shows, Larry Lesueur, Saturday 6:45-7 p.m. and Charles Collingwood, Sunday 1-1:15 p.m. Morey, Humm & Johnston, New York, is the agency.

Procter & Gamble, Cincinnati, is the fifth advertiser to sponsor Newscaster Edward R. Morrow on CBS, Monday through Friday, 7:45-8 p.m., on 31 mid-west stations. Others sharing sponsorship in the East and West are American Oil Co. (Amoco), Hamm Brewery, Peter Paul candy and Quaker State Oil Co.

Bond Clothes, through its agency, Neff-Rogow, New York, is currently lining up a news program schedule. Details of the campaign are expected to be announced shortly.

Armour Co., Chicago, is understood to be contemplating a news show in its tentatively optioned 15-minute period five-times weekly on NBC, between 1 and 2 p.m., which the network is currently trying to clear with its affiliates [BROADCASTING, July 24].

The two advertisers looking for spot availabilities in and around news programs are Smith Bros., through its agency, SSC & B, New York, and Vick Chemical Co. through Morse International, New York.

Another advertiser, as yet unrevealed, is understood to be seriously contemplating sponsorship of *Report from Korea*, 11:15-11:30 a.m. on NBC.

CBS NET INCOME

'50 Half Tops $3 Million

NET income of CBS in the first half of 1950 was $3,182,070, nearly $1.5 million bigger than the net for the same period last year, a network financial report showed last week.

Gross income in the first six months of 1950 was $60,276,582, compared with $52,885,319 in the similar period last year. Operating expenses were also bigger in 1950 than in 1949—$26,820,322 this year, compared with $24,399,524 last. The net income of $3,182,070 was calculated after deductions for discounts, commissions and returns, for operating and general expenses and for provision for federal income taxes.

Earnings per share in the first half of 1950 were $1.85, compared with $1 in the same part of 1949. A cash dividend of 40 cents a share on both Class A and Class B stock payable Sept. 1 to stockholders of record at the close of business Aug. 18 was voted by the CBS board at its regular meeting last Wednesday.

ISRAEL MUSIC

SESAC Sets Contract

SESAC Inc. has arranged an exclusive contract to represent all the music, both present and future, controlled by the Israel Publishers Agency (IPA), and also that of Israel Society of Composers (ISCAM), according to K. A. Jadassohn, general manager of the New York firm.

Mr. Jadassohn brought the contract with him on his return from a trip to Israel. He said some of the important new publishers included in the IPA roster were Edition Hazemer, Edition Pizmon and Edition Gil-Ron, all located in Tel Aviv.

In addition, IPA has made a reciprocal agreement with SESAC to make available over there the SESAC library of 150,000 musical compositions listed in more than 200 American music publishers' catalogs affiliated with SESAC.

Motorola Plans

MOTOROLA Inc., Chicago, through Ruthrauff & Ryan, New York, plans an extensive $600,000 national radio spot campaign beginning in mid-September for six weeks. From 2 to 130 1-minute spots per day over 100 stations in TV cities are planned.

Campbell Soup Signs

CAMPBELL SOUP Co. (Franco-American spaghetti and Franco-American macaroni) will sponsor *Double Or Nothing* five times weekly, 2-2:30 p.m. on NBC starting Aug. 14. Dancer-Fitzgerald-Sample, New York, is the agency.

CHESTERFIELD

Ties In Local Disc Shows

LIGGETT & MYERS, New York (Chesterfield cigarettes), has launched a unique local tie-in arrangement in conjunction with its summer CBS network show, *Chesterfield's ABC's of Music*. The advertiser is buying supplementary spot time on the home-town programs of the guest disc jockeys who are a feature of the national program.

So far, spots on 22 disc jockey shows have been contracted for 13 weeks each by Chesterfield's agency, Cunningham & Walsh, New York. These are in addition to the four disc jockey shows regularly sponsored by the advertiser: Martin Block on WNEW New York; Zack Hurt on Texas State Network; Eddie Hubbard on WIND Chicago and Grady Cole on WBT Charlotte.

The disc jockey programs lined up are: Starting June 5, Hop Ellis on KOLT Scotts Bluff, Neb., five times weekly, and Bob Story on WNOR Norfolk, Va., six times weekly.

Starting June 12, Don Roberts on WKNE Keene, N. H., five times weekly, and Jack Davis on WQUA Moline, Ill., three 15-minute segments weekly.

Starting June 19, Joe Wilsop on WCPA Clearfield, Pa., five times weekly, and Maury Farrell on WAPI Birmingham, Ala., five times weekly.

On June 26, Steve Evans on KRUL Corvallis, Ore., three times weekly, and Paul Brenner on WAAT Newark, three 10-minute segments weekly.

Starting July 7, Rosemary Wayne on WJJD Chicago, one spot weekly.

Starting July 3, Jack Mills, KSIB Creston, Iowa, five times weekly, and Eddie Gallaher on WTOP Washington, six times weekly.

On July 10, Roger Davison, WMIS Natchez, Miss., five times weekly; Bill O'Connor on WGBS Miami, six times weekly, and Ray Perkins, KFEL Denver, six times weekly.

On July 17, Jimmy Lyons, KNBC San Francisco, six times weekly; Stan Stephens, KOJM Havre, Mont., five times weekly, and Leroy Miller on WFIL Philadelphia, six times weekly.

On July 24, Jon Farmer, WAGA Atlanta, five times weekly, and Dick Bills, KOB Albuquerque, N. M., five times weekly.

On July 31, Felix Grant, WWDC Washington, five times weekly; Frank Hassett, KCKN Kansas City, three times weekly, and Joe Deane on WHEC Rochester, three times weekly.

On Aug. 7, Bob Craeger, WWCO Waterbury, Conn., six times weekly.

The network program will remain on CBS Wednesday, 9:30-10 p.m. until the return Sept. 27 of Chesterfield's fall show featuring Bing Crosby.

KOOL PROMOTION

Bates Agency Maps Plans

EXECUTIVES at the Ted Bates Agency, New York, last week called a meeting of station representatives to present a merchandising-promotion plan for its client Brown & Williamson's Kool cigarettes.

The promotion plan includes a contest to recognize the Kool commercial jingle without the lyrics to be played on station disc jockey shows.

It was understood that the agency would place the merchandising device on one station as a test before any extended campaign was started.

Drawn for BROADCASTING by Sid Hix

YANKEE GAMES

LBS To Air Football

FOOTBALL games of the New York Yankees (professional) will be broadcast on a coast-to-coast hookup of Liberty Broadcasting System, with 300 stations in all 48 states participating, according to a joint announcement by Ted Collins, Yankee owner, and Gordon McLendon, Liberty president. WINS New York will be New York outlet.

Mr. McLendon will announce Yankee games and Ted Husing is to broadcast seven Army and five New York Giants games over Liberty [BROADCASTING, July 31].

The Yankee schedule starts with the Forty-Niners game at San Francisco Sept. 17 and concludes Dec. 10 with the Yankee-Baltimore Colt game in New York. All games will be direct-from-the-field, Liberty announced.

JOHNSTON NAMED

Joins Ward-Wheelock Co.

RUSS JOHNSTON, formerly vice president and director of Jerry Fairbanks Inc., Hollywood, has joined Ward Wheelock Co., New York and Philadelphia advertising agency, as vice president and director of radio and television. His appointment was effective Aug. 1.

Mr. Johnston

Mr. Johnston's position at Ward Wheelock has been newly created, according to the agency. The company also announced election of Carroll Carroll as vice president and director of its Hollywood operations. Mr. Johnston has worked for both CBS and NBC, with the former as Hollywood program chief in 1936-41 and director of the latter's film division in 1948. In the radio-TV fields for the past 27 years, Mr. Johnston has authored and directed top network programs as well as serving in an executive position with McCann-Erickson for six years.

CARL LEVIN

Directs Weintraub P. R. Office

WILLIAM H. WEINTRAUB Inc., New York advertising agency, has appointed the *New York Herald Tribune's* White House reporter, Carl Levin, to head up a Washington public relations firm, it was learned last week.

Mr. Levin, who has been with the *Tribune* for 20 years and one of its foreign correspondents for a period during World War II, will resign from the New York paper's staff. One of Mr. Levin's chief functions will be to serve the agency and some of its clients with information on Washington affairs. He has been the *Tribune's* White House reporter since 1943.

RADIO-TV ESSENTIAL

Commerce Reports

RADIO broadcasting, encompassing television and facsimile—as well as networks and stations "engaged in the sale of time"—was declared an "essential industry" in a compilation revealed by the Commerce Dept. last Thursday.

Coincidentally, the Dept. of Labor announced a list of critical occupations for use of the Dept. of Defense in expanding the Armed Forces. The military also announced policies for occupational deferment of members of its civilian components, including the Reserves and National Guard, based on The Commerce Dept. classifications.

"The list of essential activities is very broad in its coverage of essential industries and will be subject to revision from time to time as the national emergency requires," Secretary of Commerce Charles Sawyer announced. The rating placed radio broadcasting on a footing equal to that it enjoyed during World War II.

Three criteria were used in assembling the categories, he added. There were activities "(1) directly contributing to the production of war materials, (2) necessary for maintenance of the production of war materials, and (3) essential for the maintenance of national safety health and interest."

Manufacturers of military equipment—ordnance and accessories—also was included in the group, as was telecommunications companies furnishing point-to-point communications services, by wire or radio, "and whether intended to be received aurally or visually."

Essential Listing

The "essential" listing for radio broadcasting covers "radio and television stations primarily engaged in activities involving the dissemination of radio communications, either aural or visual, intended to be received by the public through receiving sets, and networks primarily engaged in activities involving the transmission of program material by wire or radio to stations serving as network outlets."

It also includes "radio stations and networks engaged in the sale of time for broadcast purposes, and the furnishing of program material or services."

Printing, publishing and allied industries, as well as motion picture producers and distributors also were included in the classifications.

The Labor Dept. list was divided into two categories—professional and related occupations, and those adjudged to be "skilled."

"Selection of specific occupations was made on the basis of three major considerations," Secretary Tobin said:

(1) The demand in essential industries and activities for persons qualified to work in the occupations would exceed the total supply under conditions of full mobilization; (2) a minimum training period of two years (or the equivalent in work experience) is necessary to the satisfactory performance of all the major tasks found in the occupation; and (3) the occupation is essential to the functioning of the industries or activities in which it occurs.

Included in the critical list were electrical engineers who "plan and supervise construction and installation of . . . wire communication; design and develop radio, television, electronic and allied equipment. . . ."

Professional occupations were described by the Labor Dept. as concerned "with the performance of supervisory administrative or research work based on the established principles of a profession or science. Such occupations require either extensive and comprehensive academic study or experience of such scope and character as to provide an equivalent background."

The Defense Dept, said the Labor Dept. list, together with the Dept. of Commerce list of "essential activities," would serve as the "basic criteria" of reservists in key civilian occupations such as electronic specialists and others. Fundamentally, it added, the reservists deferred must be in a critical occupation "necessary to a highly essential activity and he will be deferred only until he can be satisfactorily replaced in that occupation." Maximum of six months was placed on initial deferments.

Policy would be delegated to the three military branches in the Dept. of Defense as it concerns their reserve components, it was said.

Deferments in all cases will be made on an individual basis and may be terminated at any time "because of overriding military considerations," Defense Secretary Louis Johnson stressed.

Requests for delay in call to active duty by civilian component members will not be considered unless they have actually received orders to report, he said. Requests received in advance of such orders will be held and acted on when orders come through, he added.

WESTINGHOUSE exhibit mounted on the new British-made midget car currently is touring Esso stations throughout KYW-land calling attention to *Your Esso Reporter* broadcasts on KYW Philadelphia. Esso stations are alerted with special letters explaining the promotion, which will be extended later in the summer to WBZ-WBZA Boston-Springfield, Mass., and KDKA Pittsburgh, other stations operated by Westinghouse Radio Stations.

NEW SPOT HIGH

Representatives See $125 Million

ALTHOUGH the total volume of radio network business has been running slightly behind last year's level, the same situation does not apply to spot, according to an official spokesman for the station representative group.

Spot, he said last week, will in 1950 hit an all-time high volume of business, totaling some $125 million. This estimate was confirmed by an executive of the National Assn. of Station Representatives who told BROADCASTING that it tallies with information collected by NARSR.

He further stated that all signs point to a continued upward trend in spot billings in the foreseeable future, adding that this prediction should hold even in the event of another global war. He pointed out that the greatest gains in spot billings occurred in the five-year period between 1940 and 1945, encompassing the World War II period.

Stories of spot activity in recent issues of BROADCASTING indicate that spot radio will be extensively used this fall by a long list of advertisers promoting a wide variety of products that range from light bulbs to hair tonics, from radios to cold remedies.

Among the major advertisers who have lately lined up spot campaigns for this fall are Motorola Inc., Procter & Gamble, General Electric Co., Whitehall Pharmacal Co., Grove Labs, General Foods, Prestone, Vick Chemical Co. and Bristol-Myers Co.

Spot Billing Up 10%

While the total spot billing for this year will probably exceed last year's by more than 10%, it was pointed out that not all stations will experience comparable increases in their individual incomes. Some stations will, of course, show much greater increases, but many major stations in major markets have been sold out for years and unless they have recently raised their rates, which few have, they cannot anticipate any appreciable rise in revenue this year. Some stations, particularly those in highly competitive markets, will doubtless wind up the year with spot billings well below their 1949 totals. But for the country as a whole, the 1950 spot picture is decidedly optimistic.

BROADCASTING YEARBOOK tabulation of radio billings shows that spot, or national non-network net time sales, totaled $13,805,200 in 1935, rose to $37,140,444 in 1940 and from then on climbed sharply to $45,681,959 in 1941, $51,059,159 in 1942, $59,359,170 in 1943, $73,312,899 in 1944, $76,696,468 in 1945.

In the postwar years the rise in spot billings has been almost as precipitous: $82,917,505 in 1946, $91,581,241 in 1947, $104,759,761 in 1948 and an estimated $112 million in 1949.

GATHERING of radio and movie executives July 27 at Mike Lyman's Restaurant in Los Angeles as guests of Broadcast Music Inc., included (l to r): Calvin J. Smith, president-general manager KFAC Los Angeles and NAB 16th District director; Robert J. Burton, vice president in charge of publisher relations of BMI and general manager BMI Canada Ltd.; William Harold Moon, BMI Canada assistant general manager, and Maj. Victor Duclos, Canadian trade commissioner for California. BMI Canada offerings topped luncheon discussion agenda.

'RADIO VALUES'

Networks Receive ANA Report

ASSN. of NATIONAL ADVERTISERS last week delivered copies of its report on "Radio Time Values" to the four nationwide networks. Repulsed in its original attempt to present the report to network executives in personal conferences when the networks declined ANA's invitation on advice of their legal counsellors [BROADCASTING, July 17, 24, 31], ANA abandoned the personal presentation approach and forwarded individual copies of the report to each network.

Explaining the action, Paul B. West, ANA president, said: "It is important, we believe, that broadcasters have the benefit of the ANA Radio and TV Steering Committee's independent research on the subject of current trends in radio and the conclusions reached by the ANA radio users based upon this research.

Price Question

"There is not, and never was, any intention on ANA's part to tell the networks what they should charge for their product," Mr. West's statement continued. "That is the prerogative of the medium and is respected by the ANA just as its members individually reserve the right to determine the prices at which they sell their products."

Mr. West's comment seems somewhat at variance with the conclusion of the ANA Radio and TV Committee that "nighttime radio rates need to be adjusted downward right now and will need further adjustment as TV grows."

Using audience data provided by A. C. Nielsen Co. and C. E. Hooper Inc., the committee noted with apprehension declines in evening radio audiences in TV cities and concluded that these statistics would justify reductions in evening station rates as large as 50% or 55% in some cases. For the full NBC and CBS radio networks, the composite rate reductions would work out to 14.9% for each network, the committee found.

The report (summarized in detail in BROADCASTING, July 31) bristles with statistics of similar purport, leading the committee to state this "conclusion regarding the national radio situation:

"Time costs must come down!"

The steering committee further expressed the belief that the time for network rate adjustments is "already here" and that further adjustments will be necessary until the radio-TV audience relationship stabilizes.

Commenting on this conclusion, Mr. West said: "This does not imply that radio is not still—and will not continue to be—a very effective advertising medium and a good buy for many advertisers. What is manifest is the fact that the old pattern is changing measurably, and it is time advertisers and broadcasters made a critical and constructive examination of the changes that have occurred and are indicated for the future, by individual markets rather than general averages."

"The object of presenting this report to broadcasters," Mr. West stated, "is to make available to them, for such benefit as it may contain in helping them reach their individual and competitive business decisions more intelligently, the collective views of ANA radio users—to the end that this important advertising medium can continue to develop on a healthy, profitable basis as one of the most effective means of communication to the public."

Urges Meeting

"We feel," Mr. West went on, "that a very real and timely opportunity has been missed—we hope only temporarily—through the decision prompted by the networks' legal counsel, that a meeting with the ANA Radio and Television Steering Committee was unadvisable. We believe, and past experience has proved that there is great virtue in the old-fashioned way of talking to one another face-to-face across a table. More often than not, it is the spirit in addition to the substance of the interchange of views that is the all-important factor which no words in cold type can convey. The broadcasting business and that of the advertisers, to the extent that mutual problems exist, can both suffer measurably, we believe, in the absence of such opportunities for joint personal discussion."

DENVER broadcasters joined in the festivities at Cheyenne, Wyo., when the 54th annual Frontier Days celebration opened. L to r: William C. Grove, general manager, KFBC Cheyenne; Lloyd E. Yoder, general manager, KOA Denver; Bill Meyer, president, KMYR Denver; Eugene P. O'Fallon, president, KFEL Denver; Hugh B. Terry, vice president and general manager, KLZ Denver; Tracy McCracken, president, KFBC and publisher of *Wyoming Eagle & Tribune*.

AM RATES

Survey Values First—Ward

ASSN. of National Advertisers should first ascertain relative effectiveness of AM and TV before asking adjustments in AM rates, according to Joseph B. Ward, research director of Advertising Research Bureau Inc., Seattle.

ARBI has been conducting a series of surveys in the Pacific Northwest, testing media in nine markets in three states on the basis of point-of-sale analyses [BROADCASTING, June 26, 5].

Mr. Ward suggested networks and television carefully appraise relative values of AM and TV as advertising media. He said: "Supposing it is found that AM and TV deliver approximately the same store traffic for equal advertising dollars? In such a case it would seem likely that present rate structures are fair, all other facts of media operations being equal.

"We are deeply concerned with learning the facts at the point of sale—the only place such facts can be acquired. We take the position that only the customer can provide the facts. From the customer we learn the relative effectiveness of advertising media; the advertiser learns customer reaction to his store, merchandise, clerks and—most important—his advertising. Media learn their relative effectiveness and can determine whether their rate structures are adequate."

LISTENING TOPS READING

KOA Surveys

AN ELABORATE diary study of radio listening in Colorado and Wyoming, conducted for KOA Denver, has turned up a swarm of statistics reinforcing radio's claim to media leadership.

Among the conclusions found in the study was the fact that on the average, residents of those two states spend more than three and a half times as much time listening to their radios than they do reading newspapers and seven and a half times as much time as reading magazines.

Comparative Time Expenditures

The diary study conducted among a carefully chosen cross-section of the general population, found that among inhabitants of the two states the average time spent listening to the radio per day was two hours and 15 minutes, the average time spent reading newspapers was 39 minutes and the average time reading magazines 18 minutes.

Because the diary sample was representative of the entire population of the two states, the percentage figures obtained in it are projectable to the total population. On that basis, it was found that in Colorado and Wyoming a total of 189,000 people listen to the radio in the average daytime quarter-hour, 177,000 in the average afternoon quarter-hour, and 307,500 in the average quarter-hour at night. The total population of the two states is about 1.5 million.

The diary measured listening in quarter-hour periods from 5:30 a.m. to 12:30 a.m. Results were broken down to show audiences, for each quarter-hour, to the four network stations in Denver (KOA-NBC, KLZ-CBS, KVOD-ABC and KFEL-Mutual) and "to all other stations heard in the two states."

The figures were further broken down to show composition of the audience — by overall geographic distribution (four-county Denver metropolitan district, all other parts of Colorado, all of Wyoming); by community size (cities over 25,000 population, other incorporated cities, rural); by economic bracket (more prosperous third, middle third, less prosperous third); by age (40 and above, 20-39, 0-19), and by sex.

Under KOA Sponsorship

Under sponsorship of KOA, the study was conducted by Research Services Inc., a Denver company.

Although the area included in this study is without television service, KOA believes the diary technique could be profitably applied by radio stations that are within television areas, to provide listening statistics beyond the normal range of telephone surveys or easy personal interview.

Copies of the KOA diary are available from the station and from NBC Spot Sales.

XUM

DEFENSE TOPS NAB BOARD AGENDA

Meet Opens Today

By J. FRANK BEATTY

BROAD plan to guide the broadcasting industry into maximum national service as the defense situation becomes increasingly grave will be drawn up by the NAB board at a two-day emergency meeting opening today (Monday).

Though proposals to chart the future course of NAB's Broadcast Advertising Bureau and the problem of selecting a new BAB director had taken a prominent part in the summons of directors to Washington [BROADCASTING, July 31], the turn of international events directed special attention to the broadcasting industry's role in mobolizing the nation.

NAB General Manager William B. Ryan will present to the board a radio defense program submitted last week to John R. Steelman, special assistant to the President. Along with it he will have results of a last-minute study of radio's relation to specific government and defense agencies.

Basic defense project developed at NAB's instigation would be a Broadcasters Defense Council. General plans for the council were submitted to Mr. Steelman at his request.

On behalf of Mr. Steelman, Charles Jackson, his assistant and liaison between the government and the Advertising Council, forwarded White House reactions to Mr. Ryan. Mr. Jackson indicated the White House recommendations were merely "suggestions" and added that NAB, of course, would take any action it felt appropriate.

Place of Radio-TV

Place of radio and television in the whole mobilization picture will receive serious board consideration. The White House and NAB officials appear in agreement that the first step will be creation of an overall broadcast policy committee.

After a study has been made of the role radio can take in cooperating with individual government-defense agencies, it is likely the top committee will be broken down into subcommittees to handle specific functions. At the weekend NAB staff officials were reviewing needs of government agencies.

It appeared obvious that government and NAB officials agree broadcasting and television stations must be kept operating at high technical efficiency if they are to meet their responsibilities in serving the nation. The board is expected to go into the equipment problem during its meeting.

Composition of the broadcaster committee will be another problem before the board. This committee, it is felt at NAB, should be representative of network and station segments of the industry and include persons of experience who can carry out the defense projects.

The problem of what to do about BAB is threefold. First, the board faces the issue of separating BAB from NAB without crippling in any way the overall association functioning. The board is committeed to separation by next summer.

Second, the board will take up recommendations of the special BAB Committee, which met July 27-28 at NAB Washington headquarters. This committee drew up a plan for separation of BAB from NAB and the plan will be taken up by the board. Chairman of the BAB Committee is Robert D. Swezey, WDSU New Orleans, an NAB board member representing TV.

Third, the all-important appointment of a successor to Maurice B. Mitchell, who has resigned as BAB director, will be considered. At the weekend it appeared that NAB headquarters officials had deferred the appointment temporarily because of the gravity of the world situation.

Some talk has been heard of naming a director of nationwide advertising repuation and perhaps increasing the salary limit well above the current $17,000 limit. The board was polled recently on its views but no disclosure was made of results.

Though the board's announced agenda covers only defense and BAB, other topics can be taken up by unanimous consent.

District Meetings

For example, district meetings will open Aug. 14 in Seattle and board members are likely to talk over their special agendas in the light of recent international developments. Defense topics are expected to take a prominent place on meeting programs.

Then there is BAB, the hit of 1949 district meetings when Mr. Mitchell's famed "pitch" technique captivated the membership. For a time it was hoped that a new BAB director would be on the job in time to make the district meeting circuit. This appeared unlikely at the weekend, however.

One suggestion at NAB headquarters was that Lee Hart, an assistant director of BAB, make the 17-district swing. Familiar with BAB functioning and a good speaker, it was felt Miss Hart could carry out the BAB role and also introduce the second BAB slide film titled "How to Pick a Winner." As an experienced radio sales executive she would be in a position to analyze the changing sales picture. She already is booked for several district meetings.

The main task of presenting the NAB headquarters role to stations, and familiarizing members and non-members with the association's services, will be carried out by Robert K. Richards, public affairs director, and Ralph W. Hardy, government relations director. Mr. Hardy will attend western meetings and Mr. Richards will cover

(Continued on page 63)

McFARLAND BILL

Hearing Begins Wednesday

HEARINGS on the controversial McFarland Bill, set to open Wednesday morning, seemed destined last week to involve the House Interstate & Foreign Commerce Committee in a consideration of the entire field of radio legislation.

At BROADCASTING's deadline the details of the agenda were not yet complete. And while staff members could only point out that the hearings had been called to consider the McFarland Bill (S-1973) [BROADCASTING, July 31], there were indications that the House study would spread in a ballet manner from point to counter point of legislative proposals.

At least two developments underscored such a possibility:

(1) The FCC's proposals on communications legislation [BROADCASTING, March 6] have been printed in bill form by the committee and are being distributed to committee members and to key industry representatives on request.

Parties Notified

(2) The House committee has informed "interested" parties of the hearing date. They include the FCC, the Justice Dept., the Civil Service Commission, the radio networks, the telephone, telegraph and other communications companies, and such broadcasters with specific views as Gordon Brown, operator of WSAY Rochester, N. Y., an active proponent of the Sheppard bill (HR-7310) to license networks. Sen. E. W. McFarland (D-Ariz.), sponsor of the bill to reorganize FCC procedures, also has been contacted.

It was certain that the FCC, first to testify under normal procedure, would explain its proposals in detailed form. An attempt assuredly will be made to single out differences of opinion existing between the FCC and the proposed legisla-

(Continued on page 64)

NEW YORK timebuyers en route to Jackson Hole, Wyo., for a week's fishing, arrive in Tulsa to look over the city and inspect KRMG, new 50 kw ABC affiliate, of which Sen. Robert S. Kerr (D-Okla.), and president of Kerr-McGee Oil Industries Inc., is principal stockholder. L to r are: Fred C. Mueller, vice president and general manager, WEEK Peoria, Ill.; Ted Kelly, McCann-Erickson; (on plane steps) C. B. (Brownie) Akers, vice president of KRMG, and William White, Pedlar & Ryan; John Crandall, Sherman & Marquette; Robert B. Jones Jr., KRMG manager; Thomas J. McDermott, N. W. Ayer & Son; Frank Daniel, Lennen & Mitchell; Donald Quinn, Ruthrauff & Ryan; Lou Faust, Biow Co.; Fred Stoutland, BBDO; Sterling Beeson, Headley-Reed, representative for WEEK; Bob Eastman, John Blair Co., representative for KRMG, and Walter Bowe, Benton & Bowles. On their return trip the group will stop in Peoria to visit WEEK, NBC affiliate, in which Sen. Kerr also has an interest.

LIMERICK SURVEY

Stebbins Lists Findings

By BARTON A. STEBBINS

President
Barton A. Stebbins Adv.
Los Angeles

SO limericks are corny?

Ask that question of any group of "sophisticated" advertising people, and you're sure of a positive answer at least eight times out of 10. That goes for everybody in the business. It includes media men, advertising agency people, advertising managers, and even more frequently, executives of firms who advertise.

But what does the *consumer* actually think about limericks?

That's what we wondered when we started using limericks in the commercials for Signal Oil Co. during its broadcasts of *The Whistler* on CBS Pacific stations (*The Whistler*, having been on the CBS Pacific Coast network continuously for the past six or seven years, attained highest popularity of any PC program over a longer period of time than any other program in PC radio history—with Hooperatings in excess of 20, which ain't hay even for programs with a big TC talent budget).

So we were not surprised when many of our friends started to kid us about stooping to anything as low, undignified, "corny" as limericks on such a big league show.

Oil Buying Considered

It's the feeling of our agency, based on consumer research, that the public does not consider the choice of gasoline as serious a purchase as they do the selection of a particular brand of lubricating oil. Whereas they may drive a mile or two for their favorite brand of oil, only the most technically-minded motorists seem to worry about getting home safely if they stop to fill up with any well known brand of gasoline.

Therefore, why should we take the *presentation* of our advertising copy story too seriously? (Note I say *presentation*—because we do stick to good reason-why appeals in the copy itself.)

With this strategy in mind, we first switched the outdoor advertising from pictorial travel copy to a cartoon presentation of our so-called slogan "Go Farther with Signal," which has been used consistently for 15 years.

The cartoons, which were executed by Tony Barlow of New York, pictured in a humorous way a series of predicaments in which motorists have found themselves after running out of gasoline, the caption being: "Next Time Go Farther with Signal."

Consumer readership checks showed that this cartoon presentation had far more than average identification and remembrance value.

Based upon this consumer reaction, we started using limericks on our radio program to dramatize similar predicaments — for example:

There once was a driver named Shuster
Who's getting more miles than he uster.
Since Signal he's tried,
His car is his pride—
And Shuster's a Signal Gas booster!
A skeptical fellow named Star
Tried out every gas in his car.
On business or pleasure
His mileage he'd measure,
And found Signal better by far!

Soon listeners started sending in limericks on their own, so we offered a $20 coupon book for every one that was used on the air. Naturally this sky-rocketed the submission of limericks. Over a period of several months, more than 10,000 were received from the six Signal states: California, Oregon, Washington, Idaho, Nevada and Arizona.

Month by month the "needling" by our friends for being so corny drove us to make a survey of the public's reaction. The services of an independent research organization were engaged to telephone families identified as *Whistler* listeners through our regular coincidental research operations.

We gave these *Whistler* fans two chances to indicate their reaction to the advertising techniques.

The first question was: "Is there anything you particularly like or dislike about the advertising part of the program?" Results showed that only 1.2% registered a negative response. Of the respondents, 78.4% volunteered complimentary remarks about the advertising.

To make doubly sure we were getting all possible unfavorable reactions, even to the extent of reminding them of the feature we were most concerned about, a second question was asked: "You may have noticed that one of the commercials includes a limerick which has been sent in by some listener. How does this appeal to you?" Only 1.9% registered a negative response.

As a matter of fact, response to questions about advertising was more favorable than response to questions about the entertainment part of the program. On such a high-rating show, if people find less to criticize about the advertising than they do about the entertainment, isn't that something?

In addition, research showed that sponsor identification—which after all is one of the all-important elements in successful broadcasting—increased by 38% in a few months' time.

So who should worry whether or not sophisticated advertisers think limericks are corny? I can assure you Signal Oil Co. executives are more concerned with the public's reaction. After all, they're the people whose patronage makes the client's advertising possible.

P. S.—What about singing commercials? The so-called experts told us they would destroy the mood of our dramatic program, but we used short musical identification plugs in the opening of the show, immediately following the limerick, and at the close of the program. A survey on this point showed that only 1.9% had any unfavorable reaction.

Mr. Stebbins

AS president of Barton A. Stebbins Advertising Agency, Mr. Stebbins is regarded as one of the country's leading advertising men. Among the accounts his firm handles are: Southern California Nash Dealers Assn., Puffins Biscuits, Flying Tigers Inc., Glamour Products Co., Palmer Institute of Authorship and Signal Oil Co.

WISCONSIN SPONSOR SUCCESS

'Tony' Fiore Lauds Radio Advertising

WHEN commercial broadcasting made its debut in 1920, A. J. (Tony) Fiore—with $1,000 borrowed capital—founded the Fiore Coal & Oil Co. in Madison, Wis.

Since that time, radio and Mr. Fiore's enterprise have become twin sagas of success and, from 1926, the Fiore firm has been a consistent radio advertiser. Grossing close to $3 million annually, the Fiore Coal & Oil Co. is reported to be the top petroleum distributor in Dane County.

Mr. Fiore also is one of the biggest radio advertisers and one of broadcast advertising's biggest boosters in the state of Wisconsin. Tony, as he is known in petroleum circles across the nation, came to the U. S. as an Italian immigrant in 1910 and served for 18 months in the Navy during World War I.

When he launched his company —without prior experience in either the coal or oil field—Mr. Fiore sought means of promoting his products. He turned to radio and the youthful WIBA Madison in 1926, sponsoring daily newcasts over that station and later over WIBU Poynette, Wis.

In 1942, together with Ralph O'Connor, then manager of WIBU and current manager of WISC Madison, he prepared a musical show with the title *Fiore Fiesta*.

Emphasizing Latin-American tunes, *Fiore Fiesta* achieved instant popularity on WIBU and WIBA Madison. It still is an integral part of the company's radio promotion.

Ten years prior to inauguration of *Fiore Fiesta*, Mr. Fiore pioneered sponsorship of U. of Wisconsin basketball broadcasts over WIBA. For the past two seasons he has sponsored them over both WISC and WIBA-FM.

This sponsorship even extended east to Madison Square Garden, with exclusive broadcasts in 1941 when Wisconsin won the NCAA title. Another Fiore exclusive was chalked up this year when Wisconsin was vying with Ohio State for the Big Ten title. Play by play reports were given over WISC from Urbana, Ill., and Minneapolis.

25-Years as Sponsor

In his 25 years as a sponsor, Mr. Fiore has been associated with such broadcasting luminaries as Johnny Olsen of ABC's *Ladies Be Seated;* Art Lentz, director of sports publicity for the U. of Wisconsin; Bill Walker, Wisconsin radio executive, and Larry Clark, sports director of WTMJ-TV Milwaukee.

Tony's business success has spread to other fields. He is president of 20th Century Markets and Yellow Truck Lines in Madison and has interests in other far-flung enterprises.

Actively interested in civic affairs, Mr. Fiore is a familiar figure at the State Capitol and at other Madison meetings. Most important of all, Wisconsin calls him a good citizen.

Illustrating his complete faith in the use of broadcast advertising, the Fiore Coal & Oil Co. has used radio advertising exclusively for the past 25 years.

"For the business man like myself," Mr. Fiore says, "radio is the most effective advertising medium available today—providing it is used consistently."

Pointing out that radio "dominates for less . . . dominates more effectively" than newspapers or other media, Mr. Fiore thinks of radio as a "family affair." With the newspaper, every person has his section, he says—the children the comics, the father the sports section, and so on. Radio, on the other hand, appeals to the entire family, entertains and edifies the group as a whole, he maintains.

* * *

Mr. Fiore (l) and Mr. O'Connor discuss plans for the broadcast of U. of Wisconsin basketball games for the 19th consecutive season.

CBS PROMOTION

Cooperative Campaign Set

A PRINCIPAL part of the CBS fall promotion campaign will be a cooperative newspaper campaign jointly underwritten by the network and some 90% of its affiliated stations, the network announced last week.

Details of the plan were discussed at a CBS program promotion managers clinic held in New York last Monday and Tuesday. A summary of the network's fall promotion activities was given to CBS advertisers and their agencies at a luncheon in New York Thursday.

The campaign, under the supervision of Louis Hausman, who last week was elected CBS vice president in charge of sales promotion and advertising (see story this page), will be the biggest in CBS history.

Media Plans Set

The newspaper schedule—core of the fall campaign—will be vigorously supplemented with on-the-air and magazine promotion.

As outlined by John Cowden, general manager of the CBS promotion department, the network and its cooperating stations will buy newspaper advertising for 39 nighttime network programs. The cooperative schedule totals some 12,000 insertions in 220 daily papers. This will be supplemented by newspaper space buying by some affiliates individually, and the total of the cooperative plus independent newspaper schedules was estimated by Mr. Cowden to promise 20,000 insertions in about 300 papers.

CBS has prepared mats for use by the stations in placing the newspaper schedules. The mats utilize the theme for the fall campaign: "This Is CBS—The Stars' Address." Each is one column wide and 45 lines deep.

Additionally, copies of the finished art work for the newspaper ads will be provided to the affiliates. The stations may use this art work for making posters, car cards, billboard or other display advertising that they wish to finance themselves.

The magazine campaign includes eight half-pages per issue in five consecutive issues of Look, beginning Sept. 26, for the nighttime programs, and one three-page insertion in Look for daytime shows. In addition, the entire October issue of *Radio Mirror*, both editorial and advertising content, is devoted to CBS.

On-the-air promotion, directed by Charles Oppenheim, CBS director of program promotion, will include jingles, announcements recorded by the stars themselves, as well as other announcements.

In a fall promotion kit being sent to affiliates, there are about 1,000 different spot announcements to be scattered by the stations throughout their program schedules. Recordings of announcements made by CBS stars issuing personal invitations to listeners to tune in their programs will be sent to all affiliates. These announcements by the stars will be sent on regular schedules by closed circuit, and the stations will make their own records of them for playback at their own discretion.

The network is urging stations to rely heavily on local disc jockey and women's programs for network promotion, and has included in the

(Continued on page 70)

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GATHERED in New York to discuss the new CBS promotion are (l to r): Cody Pfanstiehl, WTOP Washington; Nate Cook, WIBX Utica, N. Y.; Warren Journay, WFEA Manchester, N. H.; Jack Stone, WRVA Richmond, Va.; Louis Hausman, CBS vice president in charge of advertising and sales promotion; George Coleman, WGBI Scranton, Pa.; Carl George, WGAR Cleveland, and Leo Cole, WMT Cedar Rapids, Iowa.

LOUIS HAUSMAN

Elected CBS V. P.

LOUIS HAUSMAN, director of the CBS sales promotion and advertising department since February 1949, was elected vice president in charge of the department by the CBS board of directors last Wednesday.

Mr. Hausman

The vice presidency has not been filled since Victor M. Ratner resigned to join R. H. Macy Co. as advertising chief last year.

Mr. Hausman joined CBS in 1940. A year later he was named manager of the sales presentation division of the sales promotion department. He became associate director of the sales promotion and advertising department in 1947 and director in 1949.

From 1930 to 1938 Mr. Hausman was in the advertising and sales promotion department of American Safety Razor Co. and from 1938 to 1940 was advertising and sales promotion manager for the electric shaver division of Remington Rand Inc.

RADIOS FOR REDS

Proposed by Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, proposed last week that the U. S. distribute quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

Gen. Sarnoff's suggestion was made during his appearance on *Meet the Press* on NBC-TV July 30.

Asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propaganda efforts now enjoy, Gen. Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as $2 apiece, and I think that they could be made available to the people behind the Iron Curtain."

Gen. Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit, but he felt it unwise to amplify this matter in an open forum.

Gen. Sarnoff previously had urged a $200 million world-wide network of stations as part of the government's proposed expansion of U. S. overseas radio and other information activities [BROADCASTING, July 10]. He also suggested that the Voice of America be vested in a government agency of cabinet rank rather than in the State Dept.

No Senate Action

A Senate Foreign Relations subcommittee, headed up by Sen. Elbert Thomas (D-Ida.), has taken no action yet on the Sarnoff and other proposals which the subcommittee heard last month during hearings on the resolution authored by Sen. William Benton (D-Conn.) and 12 colleagues to expand the information program. Sen. Thomas is known to feel, however, that the present Mundt-Smith Act provides ample legislative authority to implement current Voice operations.

Still pending also is President Truman's $89 million request for the Voice and other information activities. The measure was taken during hearings on supplemental appropriations for the State Dept. and other government branches by a House Appropriations subcommittee last month [BROADCASTING, July 24]. State Dept. officials testified they expect to channel a major portion—possibly 90%—of the $89 million sum, if approved in its entirety, to the Voice.

The House group, under the chairmanship of Rep. John Rooney (D-N. Y.), last week was still considering supplemental funds, and authorities had no idea when the full committee would make its report to the House, or just how much of the $89 million it would approve. It was believed, however, that the sum would be pared—probably somewhere between 10% and 30%.

Meanwhile, Secretary of State Dean Acheson has transmitted to the Senate and its Foreign Relations Committee a semi-annual report on the U. S. International Information and Educational Exchange program for the period July 1 to Dec. 31, 1949.

WHOLESALE SALES

Census Lists '48 Figures

APPROXIMATELY 69% of the nation's wholesale sales in 1948 were concentrated in 50 counties, according to preliminary data released yesterday (Sunday) by Director Roy V. Peel of the Bureau of the Census. These 50 counties accounted for about $128 billion of the national total of $185 billion in wholesale sales for the year. They also accounted for $88 billion of the $130 billion by which wholesale sales increased from 1939 to 1948.

New York County (Manhattan Borough) was reported as the leader among the 50 largest counties with wholesale sales of over $33.5 billion in 1948. This was 18% of the national total. The next largest counties in order were reported as: Cook County (Chicago), Los Angeles County, Philadelphia County and Suffolk County (Boston). These are the same counties which led in wholesale sales in 1939, but between 1939 and 1948 Los Angeles County moved up from fifth to third place.

Over 118,000 of the nation's 242,000 wholesale business establishments were located in the 50 leading wholesale trade counties and provided employment for approximately 1,367,000 of the 2,340,000 wholesale trade employes in November of 1948, the report points out.

Comparative preliminary wholesale sales figures for the entire years 1948 and 1939 follow. The 50 counties are listed by rank order for 1948 and include the independent cities of St. Louis, Baltimore and Richmond.

County	Sales, entire year 1948 (Thousand dollars)	1939 (Thousand dollars)
New York (N.Y)	33,575,524	11,883,147
Cook (Ill.)	14,479,141	4,149,845
Los Angeles (Calif.)	5,762,930	1,585,624
Philadelphia (Pa.)	5,096,629	1,622,100
Suffolk (Mass.)	4,625,405	1,680,342
Wayne (Mich.)	4,569,512	1,357,154
San Francisco (Calif.)	4,020,854	1,377,614
Cuyahoga (Ohio)	3,450,905	959,724
St. Louis city (Mo.)	3,047,016	1,164,102
Allegheny (Pa.)	2,878,000	888,574
Jackson (Mo.)	2,867,408	766,347
Hennepin (Minn.)	2,469,026	721,360
Hamilton (Ohio)	2,251,331	673,630
Dallas (Tex.)	2,197,642	479,[illegible]
Fulton (Ga.)	2,082,208	472,[illegible]
Shelby (Tenn.)	1,904,069	435,[illegible]
Baltimore city (Md.)	1,704,584	578,[illegible]
Harris (Tex.)	1,672,754	464,[illegible]
Kings (N.Y.)	1,591,594	627,[illegible]
Douglas (Neb.)	1,507,654	392,[illegible]
Marion (Ind.)	1,462,149	377,[illegible]
Erie (N.Y.)	1,459,821	444,[illegible]
King (Wash.)	1,446,754	458,[illegible]
Milwaukee (Wis.)	1,417,924	423,[illegible]
Multnomah (Ore.)	1,352,046	336,[illegible]
Essex (N.J.)	1,290,390	429,[illegible]
Orleans (La.)	1,276,098	437,[illegible]
Denver (Colo.)	1,174,624	340,[illegible]
Mecklenburg (N. C.)	983,163	209,[illegible]
Jefferson (Ky.)	951,058	216,[illegible]
Queens (N.Y.)	928,700	200,[illegible]
Jefferson (Ala.)	833,714	189,[illegible]
Alameda (Calif.)	793,395	167,[illegible]
Woodbury (Iowa)	748,081	152,[illegible]
Franklin (Ohio)	729,437	165,[illegible]
Oklahoma (Okla.)	686,594	194,[illegible]
Providence (R. I.)	682,191	229,[illegible]
St. Clair (Ill.)	679,678	139,[illegible]
Tarrant (Tex.)	662,042	149,[illegible]
Ramsey (Minn.)	660,496	227,[illegible]
Bronx (N.Y.)	644,958	226,[illegible]
Duval (Fla.)	622,180	152,[illegible]
Richmond city (Va.)	613,750	208,[illegible]
Hudson (N.J.)	605,470	228,[illegible]
Polk (Iowa)	577,322	144,[illegible]
Middlesex (Mass.)	555,653	147,[illegible]
Onondaga (N.Y.)	541,079	168,[illegible]
Lucas (Ohio)	528,837	136,[illegible]
Salt Lake (Utah)	522,246	135,[illegible]
Dakota (Minn.)	500,343	124,[illegible]

STATE CAPITALS

Population Gains Shown Between 1940-50

COMBINED population of the nation's 48 state capital cities is 6,233,789, according to preliminary figures released today (Monday) by the Bureau of the Census. The population of the Territory of Hawaii increased 16.6% between 1940 and 1950 while the population of Puerto Rico gained 18% in the same period, Census Bureau data released last week shows.

An increase of 877,375 was registered in the combined population of the nation's 48 state capitals between 1940 and 1950. The 1940 Census total was 5,356,414 as compared with the preliminary 1950 tabulation of 6,233,789.

The largest state capital is shown as Boston, Mass., with 788,552 people. The national capital, Washington, ranks slightly larger with 792,234 [BROADCASTING, July 31].

The preliminary population total for Hawaii is reported as 493,437. This is a gain of 70,107 from the 1940 population count of 423,330.

The 18% population gain for Puerto Rico between 1940 and 1950 brought the preliminary Census Bureau count for this year to 2,205,398. The 1940 population was 1,869,255.

Preliminary population counts represent the number of people enumerated in each area, but not the verified population totals.

Preliminary 1950 population and comparative 1940 population for the 48 state capital cities is shown by the Census Bureau as follows:

* * *

State	Capital City	1940	1950
Alabama	Montgomery	78,084	105,715
Arizona	Phoenix	65,414	105,003
Arkansas	Little Rock	88,039	101,387
California	Sacramento	105,958	135,862
Colorado	Denver	322,412	412,823
Connecticut	Hartford	166,267	176,623
Delaware	Dover	5,517	6,262
Florida	Tallahassee	16,240	27,158
Georgia	Atlanta	302,288	326,962
Idaho	Boise City	26,130	34,152
Illinois	Springfield	75,503	80,645
Indiana	Indianapolis	386,972	424,683
Iowa	Des Moines	159,819	176,954
Kansas	Topeka	67,833	77,827
Kentucky	Frankfort	11,492	11,949
Louisiana	Baton Rouge	34,719	123,954
Maine	Augusta	19,360	20,900
Maryland	Annapolis	13,069	15,016
Massachusetts	Boston	770,816	788,552
Michigan	Lansing	78,753	91,678
Minnesota	St. Paul	287,736	310,155
Mississippi	Jackson	62,107	97,674
Missouri	Jefferson City	24,268	24,990
Montana	Helena	15,056	17,498
Nebraska	Lincoln	81,984	97,232
Nevada	Carson City	2,478	3,069
New Hampshire	Concord	27,171	27,984
New Jersey	Trenton	124,697	127,894
New Mexico	Santa Fe	20,325	29,038
New York	Albany	130,577	134,382
North Carolina	Raleigh	46,897	65,029
North Dakota	Bismarck	15,496	18,507
Ohio	Columbus	306,087	373,821
Oklahoma	Oklahoma City	204,424	242,450
Oregon	Salem	30,908	43,064
Pennsylvania	Harrisburg	83,893	89,091
Rhode Island	Providence	253,504	254,027
South Carolina	Columbia	62,396	85,949
South Dakota	Pierre	4,322	5,690
Tennessee	Nashville	167,402	173,359
Texas	Austin	87,930	131,964
Utah	Salt Lake City	149,934	181,902
Vermont	Montpelier	8,006	8,585
Virginia	Richmond	193,042	229,897
Washington	Olympia	13,254	15,711
West Virginia	Charleston	67,914	72,818
Wisconsin	Madison	67,447	96,097
Wyoming	Cheyenne	22,474	31,807

KOEPF TO RTMA

Will Assist Secrest

JOHN K. KOEPF, at one time Washington manager and TV manager of the Fort Industry stations, last Thursday joined Radio-Television Mfrs. Assn. as assistant to James D. Secrest, RTMA general manager.

Mr. Koepf

Recently Mr. Koepf has been sales and public relations director of Cincinnati, Newport & Covington Railway Co. He held the Fort Industry post two years following World War II. During the war he was a lieutenant commander in the Navy, serving four years. Prior to the war he was with the *Cincinnati Post*, WLW Cincinnati and the Procter & Gamble Co. advertising department. At P&G he was the company's first TV supervisor.

NEWS PROGRAMS

BAB Prepares Selling Aid

A 54-PAGE desk-top presentation to aid stations in selling news programs is near completion by Broadcast Advertising Bureau, Maurice B. Mitchell, BAB director, announced last week.

The presentation, "Radio — America's Star Reporter and Supersalesman," is the second desk-top sales aid to be prepared by BAB. The first, "Radio's Feminine Touch," was distributed several months ago.

The news program presentation will be offered to NAB members at $7.50 per copy, accompanied by a directory of radio news programs now being prepared by the NAB research department. The desk-top sales aid will be off the press Aug. 18.

HOFFMAN OUTPUT

$6 Million for Armed Forces

MORE than $6 million worth of electronic equipment is being earmarked by Hoffman Radio Corp., Los Angeles, for the Air Force and Navy on current contracts during the remainder of 1950, President H. L. Hoffman has informed company stockholders.

In a quarterly letter Mr. Hoffman said the firm has been asked for additional production and is negotiating new contracts. Potential new production should not interfere, however, with scheduled fall TV set output, he felt. Company sales and earnings for the six-month period ended June 30 were at an all-time high, he also reported.

Discussing the transition of industry to partial wartime economy, the manufacturing executive said that some companies face conversion "which may be difficult," but explained that his firm had undertaken the job as far back as V-J Day. He expressed belief that Hoffman Radio Corp.'s military commitments would be geared to super-imposing the military work load upon normal business — whether it will be 90% or 50%.

Hennock at White House

FCC Commissioner Frieda Hennock, a White House visitor Wednesday noon, declared after seeing President Truman that she had not discussed a judgeship vacancy on the U. S. District Court for the Southern District of New York. Miss Hennock's name has been mentioned frequently as a possible appointee. She refused to answer any other questions asked by reporters as to the nature of her conversation with the President.

FM's FUTURE

NAB Group To Air Problems Today

FIRST open meeting for discussion of the future of FM broadcasting will be held starting today (Monday) in the board room at NAB Washington headquarters under auspices of the NAB FM Committee.

All broadcasters and their legal representatives are invited to take part in today's proceedings. Tomorrow the FM Committee, of which Ben Strouse, WWDC Washington, is chairman, will hold a closed meeting to take up problems raised during the open session as well as other FM business and the role FM can take in case of war.

Chairman Strouse stated the response to the invitation to stations was "rather amazing." He added: "The feeling of optimism reflected in these letters makes me even more certain that the obituary supposedly written for FM can very definitely be considered unlikely ever to reach print."

Ed Sellers, director of the NAB FM Dept., will represent NAB headquarters in the discussions.

On the opening day's agenda were problems involving supply, demand and quality of FM receivers; receiver promotion by manufacturers; auto sets; farm battery sets. In the agency field the discussion will cover ways of selling FM to timebuyers; research and surveys; promotion; BMB and BAB.

Network Phases

Going into network phases of FM the open meeting will discuss ways of making FM attractive to networks; network recognition of FM's additional coverage in cases of duplication; research and surveys; promotion and advertising.

The duplication problem will include number of hours duplicated, desirability of requiring FM to duplicate AM shows and the question of giving away FM circulation.

Network relay problems will be taken up, including telephone company refusal of partial use of connecting lines for network relays. Finally, the open meeting will consider such specialized services as store broadcasting, transit, functional, multiplexing and facsimile. Suggestion that FM stations ask the FCC for an immediate decision on status of specialized services will be discussed.

On the agenda of the Tuesday closed meeting are consideration of resolutions and suggestions of FM broadcasters; means by which NAB can serve FM stations, and questions centering around promotion budgets.

Committee members besides Chairman Strouse are Frank U. Fletcher, WARL-FM Arlington, Va.; Everett L. Dillard, WAS.f Washington; Josh L. Horne, WFMA Rocky Mount, N. C.; Henry W. Slavick, WMCF Memphis. Messrs. Strouse and Fletcher are NAB board members. Alternate members are Edward A. Wheeler, WEAW Evanston, Ill.; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Matthew H. Bonebrake, KOCY-FM Oklahoma City.

Among those who had accepted invitations to attend, in addition to committee members, were R. Sanford Guyer, WBTM Danville, Va.; E. J. Gluck, WSOC Charlotte, N. C.; Gerald Harrison, WMAS Cambridge, Mass.; Sam Booth, WCHA Chambersburg, Pa.; C. Leslie Golliday, WEPM Martinsburg, W. Va.; John M. Rivers, WCSC Charleston, S. C.; Raymond S. Green, WFLN Philadelphia; G. B. McDermott, KBUR Burlington, Iowa; W. A. Wilson, WOPI Bristol, Tenn.; R. Alton Reed, KYBS Dallas; Ray Furr, WIST Charlotte, N. C.; Elliott M. Sanger, WQXR New York; and a representative from WFIL Philadelphia.

MILITARY STATUS

NAB Surveys Radio Personnel

SURVEY of the "military status" of U. S. broadcasting stations was started last week by Dr. Kenneth H. Baker, NAB research director. A selected sample of 200 stations is expected to provide a speedy picture of the personnel situation.

NAB expects to turn up data showing the number of active reservists employed by stations; number of inactive reservists; age brackets, marital and dependency status of employes; number of World War II veterans now employed.

NAB President Justin Miller said "the pattern for recognition of American broadcasting as an essential industry in time of emergency was established in the last war. Our effort here is to measure the manpower needs of broadcasting against the potential number of employes who conceivably might be called to service.

"Such vital information will assist us in our discussions with appropriate government agencies. Naturally, a prime consideration is a sufficient manpower pool to keep broadcasting stations operating efficiently during a period when they will be called upon by the government to perform many necessary functions in the conduct of the nation's affairs during the emergency."

WOR SALES STAFF

Shakespeare, Brearley Named

APPOINTMENT of Frank J. Shakespeare Jr. and William C. Brearley to be WOR and WOR-TV New York sales account executives was announced last week by R. C. Maddux, vice president in charge of sales for both stations.

Mr. Shakespeare, recently national spot sales representative for WOIC (TV) Washington until its sale to WTOP there, is the new WOR-TV account executive. Mr. Brearley, account executive for the WOR Recording Service for nearly five years, will act in a similar capacity for WOR.

Radiorama

SPONSORSHIP of *Kate Smith Speaks* on WOR New York and other MBS outlets by Cook & Dunn Paint Corp., Newark, is discussed by (l to r) David Straus III, A. W. Lewin Co. acct. exec.; Adam G. Dunn, pres., Cook & Dunn; Val Tomsak, Cook & Dunn adv. dir.; Miss Smith; Robert Brenner, radio dir., Lewin Co.

FOR "outstanding service, cooperation and courtesy to the American Legion," G. A. (Dick) Richards (r), chief owner KMPC Los Angeles, WJR Detroit, WGAR Cleveland, is presented personal citation by A. D. Gausti, commander, Legion's Los Angeles County Council [BROADCASTING, July 17].

EDDIE CHASE (center), CKLW Detroit disc jockey and guest of honor at ceremonies opening new half-million-dollar insurance building in Detroit, gives double handshake to Earl Brink (l), head Brink Agency and Mich. state mgr., Mutual Benefit Health & Accident Assn., and V. J. Skutt, pres., Mutual Benefit.

THE 1949 Public Interest Award for outstanding public service in accident prevention is received on behalf of WCCO Minneapolis by Gene Wilkey (r), gen. mgr., from Tom Burke, representative of National Safety Council. Ceremony was broadcast on Cedric Adams' WCCO *Noontime News*.

RODDY McDOWELL (l), Hollywood actor in New Orleans to play summer stock, visits *Jill's Hollywood*, sponsored on WWL New Orleans by Borden Co. Seated at right is Fred Cathey, retail sales head for the Borden Co. Standing are Jill Jackson, star of the show, and Announcer John Kent.

NEW YORK news conference announcing The Advertising Council's new Television Allocation Plan for public service messages through live shows [TELECASTING, July 17] is attended by Mark Woods (l), ABC vice chairman, and Howard J. Morgens, v. p. in charge of adv., Procter & Gamble.

A VOICE familiar to Ohio Valley listeners returns to Cincinnati as Malcolm Richards (r), disc jockey now heard on WSAI Cincinnati's 6-9 a.m. stint, goes over his material with Robert M. Sampson (center), WSAI general manager, and Dick Fischer, program director.

ELECTRONICS ROLE *Congress Debates Controls*

THE ROLE of electronics manufacturers in the government's equipment procurement and stockpiling program and the prospective ratio between military and civilian needs for such equipment are expected to crystalize perceptibly within the next few weeks.

This seemed apparent last week as Congress debated the extent of controls—actual and standby—to be given President Truman in the present partial mobilization period.

Indication that manufacturers soon may be apprised of what to expect relating to accommodation of military requirements was projected last week with announcement that the Electronic Industry Advisory Committee will consult with Munitions Board officials next Monday (Aug. 14).

The group, headed by F. R. Lack, Western Electric Co., and comprising representatives of nearly 30 major and small manufacturing firms (members of Radio-Television Mfrs. Assn.), will meet with Marvin Hobbs, communications-electronics division director, and other Munitions Board officials at the Pentagon. Discussion is expected to deal with production requirements, scarcity of critical materials which make up component parts and other topics, according to Mr. Hobbs.

Meeting Moved Up

The meeting, originally slated for Sept. 24, was moved up because of acceleration of the government's procurement and stockpile program resulting from the Korean situation, Mr. Hobbs said.

The discussion is expected to evolve a clearer estimate of what the radio-television-electronic industry may expect in the way of civilian cutbacks in receiver and parts output. Estimates of fall curtailments have ranged from 10% to 50% on the basis of the present international situation. A more conservative guess places civilian cutbacks around 20%, though it is conceded that figure would increase sharply if full-scale war materializes [BROADCASTING, July 31, 24]. A number of manufacturers already have received or are negotiating contracts for more military materiel.

The importance of early fulfillment of military equipment needs has been stressed by Maj. Gen. S. B. Akin, Signal Corps' chief signal officer, who announced he had visited a number of electronic manufacturers late last month. The Signal Corps program embraces over 200 specific equipment items in the communications line, including radio relay signal units, relay equipment and antennae, as well as vacuum tubes and other parts.

To cover military contracts for such equipment, President Truman already has asked Congress for a supplemental outlay of $10.5 billion, including roughly $1 billion for electronics items. This sum, together with an estimated $500 million in the original Korean aid bill, would siphon off about $1.5 billion for such equipment.

Substantial amounts to cover contracts let by the Army, Signal Corps, Air Force and Navy, relating to communications systems and networks, were sought in the supplemental request.

Meanwhile on Capitol Hill, the Senate Banking & Currency Committee last week took up the Defense Production Bill (S 3936), which would give the President authority to divert existing plant facilities, materials and services to military uses, and to requisition property as needed. The House debated a companion piece (HR 9176) and discussed a proposal to give the Chief Executive certain standby controls over wages, prices, etc.

Other developments on the Hill included creation of House Armed Services subcommittees on stockpiling, headed by Rep. Carl Durham (D-N. C.), and on radar defenses, under Rep. L. Mendel Rivers (D-S. C.). Latter is expected to deal with the development of such defenses and procurement by the services through contracts with electronics companies. Radar equipment probably will be turned out in great quantity by key TV manufacturers.

Need Prompt Allocation

During hearings before the House Banking group, W. Stuart Symington, chief of the National Security Resources Board, told members that "there is not enough steel or aluminum to handle the new military orders unless allocation is provided promptly." Both are used in radio-TV manufacture.

Mr. Symington also explained that in the last war there were serious shortages of electronic equipment and felt that small companies will need credit arrangements "to supplement the equipment and the work that can be obtained from the large companies in that field like General Electric or Westinghouse or RCA."

Commerce, Interior Roles

The NSRB chief also felt that if Congress approved controls asked by the President, the Commerce Dept. and Interior Dept. would have operational authority for allocation of materials, plant conversion and other provisions—subject to the President.

The President's requisitioning power would encompass "raw materials, articles, commodities, products, supplies, components, technical information and processes." During House Banking Committee hearings it was brought out by counsel for the National Security Resources Board, who reportedly drew up the Defense Production Bill, that "technical information" does not cover patents "as such."

"Patents may be used by the government under a 1910 act which

(Continued on page 66)

MOBILIZATION CHIEF *Truman May Name*

POSSIBILITY that President Truman may appoint a mobilization director and thus remove policy responsibility for the nation's communications and other civil defense operation from the National Security Resources Board as it is now constituted was held out in the nation's capital last week.

The suggestion originally was proposed by Bernard Baruch, adviser to the White House in two World Wars, in hearings before the House Banking & Currency Committee on the President's Defense Production Bill for 1950. He urged that powers be vested in a separate agency.

It was pointed out that NSRB merely serves as an advisory group to the President at present, and that it comprises officers of cabinet rank, with functions of a planning nature. The name of W. Averell Harriman had been mentioned for the mobilization post.

W. Stuart Symington, chairman of NSRB, has told the House Banking group that: "I have no control of any kind because I am just an advisor to the President, an advisory officer."

Planning Under Peebles

It was believed that NSRB communications and electronics planning would remain in the hands of NSRB's communications chief, Leighton Peebles, former director of the War Production Board Communications Division. Mr. Peebles has been working closely with industry and the Munitions Board on communications plans.

Another possibility, some authorities feel, is that NSRB itself would be given powers of administering the mobilization program.

Meanwhile, Mr. Symington has revealed that NSRB plans to organize a National Policy Committee, composed of representatives of industry, labor, agriculture and the public to consult with the board on major policy questions. Committee will consist of 12 members.

NSRB currently is conducting a series of meetings with representative groups in several fields, including the broadcasting and common carrier industries. Communications' role in defense planning was explored early last month by NSRB officials and representatives of RCA, FCC, the Defense Dept. and other groups [BROADCASTING, July 10].

Whether a broadcasting official would be chosen on the National Policy Committee was open to speculation at week's end. A meeting is slated sometime this week.

D. C. Planning

Meanwhile, civil defense planning, under Paul Larsen, NSRB, progressed in the nation's capital as President Truman received a bill which would create an Office of Civil Defense in the District of Columbia. A director would be appointed by District Commissioners under provisions of the bill which President Truman was expected to sign momentarily, and which NSRB reportedly drew up. The President has asked Congress for $290,000 to establish that office.

Mr. Larsen has told Congress that under the bill the new agency would operate until declaration of martial law in the District, and that it would authorize mutual aid agreements among neighboring states covering exchange of facilities, equipment, etc.

One of the features of District planning is the provision for a District-wide communications system designed to meet any emergency. A broadcasters' committee, comprising representatives of Washington radio-television stations, has met periodically with Herbert Friede, District communications superintendent, to map plans along that line [BROADCASTING, July 3]. The District plan would be subject to approval of NSRB, which has promised its own national plan next month.

Local Cooperation

The local defense office would also cooperate with government and non-government agencies, and include a board headed by Mr. Friede and other department officials.

Chairman Emanuel Celler (D-N. Y.) of the House Judiciary Committee, meanwhile, has indicated he will confer with administrative agencies on legislation to provide for an alternate capitol in case of emergency. A bill, introduced by Rep. Chet Holifield (D-Calif.), would provide for such a contingency by establishing a seven-man commission comprising members of NSRB, Congress, the Dept. of Defense, National Security Council, Supreme Court and Atomic Energy Commission.

Communicationswise, the Dept. of Defense has announced it will construct a supplemental installation near Camp Ritchie, Md., presumably to serve as an alternate general headquarters and center for its vast communications network in case of air attack [BROADCASTING, July 31].

if

you're interested in the Baltimore radio audience
— low cost results
— more listeners-per-dollar

then

you're interested in

WITH
IN BALTIMORE

See your Headley-Reed man for the whole W-I-T-H story

RICHARDS CASE

FCC Continues Presentation

THE PARADE of former KMPC Los Angeles newsmen testifying against Owner G. A. (Dick) Richards in FCC's hearings on his news policies continued last week—the seventh—while authorities predicted the sessions may run through mid-October.

The sessions again were marked by frequent clashes between opposing counsel.

Examiner James D. Cunningham accused Richards' Attorney Joseph Burns of over-stepping his authority when the lawyer disclosed Wednesday that KMPC Vice President and General Manager Robert O. Reynolds would not appear the following day in answer to a subpena, but would return not later than Tuesday (Aug. 8) instead.

Witness Vacationing

In an unsuccessful effort to withdraw acceptance of the subpena for Mr. Reynolds the attorney had argued that Mr. Reynolds is on vacation, that he already had been subjected to 18 days of examination and lost 15 pounds in the process, and that FCC General Counsel Benedict P. Cottone, who insisted upon his recall, was trying to "wreck" his health.

Earlier, Examiner Cunningham reprimanded counsel for both sides for making "strong implications" against each other..

He labeled "scandalous and scurrilous" and struck from the record Mr. Burns' implied charge that FCC was responsible for two "confidential" affidavits against Mr. Richards being published in the *Daily Peoples World*, which Mr. Burns branded as a "communist newspaper." Mr. Burns also claimed that a few days after their publication the affidavits which were made to FCC were mentioned in a nation-wide broadcast by Mrs. Eleanor Roosevelt and her daughter.

In the ensuing argument between Mr. Burns and Mr. Cottone—who demanded that Mr. Burns identify the person who turned the affidavits over to the newspaper—Examiner Cunningham interjected:

There is a pretty strong implication in that language [of Mr. Burns], it seems to me, that the Commission counsel were aware of certain communist-front organizations and sympathizers being identified with the complaint.

I have heard nothing and I have seen no evidence which would suggest that even in the remotest degree. I agree with counsel for the Commission, and this isn't the first time that that has come up during progress of this hearing. The remark is scandalous and scurrilous and it is improper. It has no basis whatever in fact. I have been listening to testimony and argument for the past five or six or seven weeks. I am going to admonish counsel henceforth he shall avoid any such references as this.

Examiner Cunningham also struck from the record FCC Attorney Fred Ford's charge that counsel for Mr. Richards "unlawfully seized" by "trick and stealth" certain documents of the Hollywood Radio News Club, whose charges against Mr. Richards initiated FCC's investigation. He ruled there was nothing improper in Mr. Richards' counsel having photostatic copies made of the documents or using them. He did not accept them in evidence, but refused to suppress them.

Mr. Ford charged that attorneys for Mr. Richards are presenting two cases—one in the hearing room and one outside through a public relations firm.

Terminating a lengthy argument, Examiner Cunningham cautioned the opposing attorneys to "adhere strictly to the facts" and "to the issue," and admonished them to "keep this hearing in the four corners of this courtroom."

Mr. Burns meanwhile reported that Dr. H. B. Steinbach, Detroit specialist, will be in Los Angeles—where the hearing has been in progress since mid-June—"around Aug. 15" to testify on the status of Mr. Richards' health and his ability to appear in the hearing.

Examiner Cunningham ruled the week before that Mr. Richards' attorneys must produce Dr. Steinbach for testimony or a subpena for the station owner would be enforced [BROADCASTING, July 31]. Defense counsel have claimed that requiring Mr. Richards to testify might prove fatal to him, due to his heart condition.

Former KMPC newsmen presented by FCC counsel during the

(Continued on page 80)

FCC Actions

THREE new AM stations and improved facilities for four existing outlets approved by FCC last week including final decision to grant WCAR Pontiac, Mich., switch to Detroit with power boost to 50 kw day, 10 kw night on 1130 kc, directional. WMEX Boston granted license renewal and transfer of control in final decision. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 72 and FCC Roundup on page 79.

PROGRAM LOGS

WRAC Charges Monopoly

THE QUESTION of a newspaper's obligation to carry program logs and other listings of a station which competes with the newspaper's own radio outlet last week was awaiting FCC decision in a case involving WRJN and WRAC Racine, Wis.

WRAC claimed the *Racine Journal-Times*, owner of WRJN, is "attempting to keep from its readers the fact that Racine has a new radio voice," and that "the conclusion is inescapable that the newspaper is attempting to perpetuate the monopoly it enjoyed prior to the time the Commission authorized a second station in Racine."

The newspaper filed a statement with FCC Thursday denying the charge and asserting it has carried advertising of and news stories about WRAC; that it lists the logs of networks rather than individual stations, and that it no longer identifies any station—including WRJN—with the log of the network with which it is affiliated.

WRJN, an affiliate of ABC, is currently on temporary license pending FCC's decision in the case.

WRAC's complaints were filed by Jerome Sill, president, and Seymour Krieger of the Washington law firm of Krieger & Jorgensen, counsel for WRAC.

Writes to FCC

Mr. Sill wrote the Commission early last month saying that ever since it went on the air June 3 WRAC had sought to have its logs carried by the *Journal-Times*, which he noted is Racine's only daily newspaper. The paper was carrying the logs of WRJN and WBBM, WGN, and WMAQ Chicago, he pointed out.

In a subsequent letter Mr. Krieger reminded FCC that in the *Lorain Journal* case it had held that a newspaper which sought to suppress competition was not qualified to become a broadcast licensee. He claimed the *Racine Journal-Times* was giving WRAC a "silent treatment" which raised questions as to the newspaper owners' radio qualifications.

Modification of the *Journal-Times*' radio page policy, effective July 24, was reported to FCC by both the newspaper and Mr. Krieger.

Harry R. LePoidevin, secretary-treasurer of the Journal-Times Co. and general manager of WRJN, wrote that the paper had previously carried the WRJN, WGN, WBBM, and WMAQ logs because in Racine they were the best-received outlets of the respective networks. Under the revised policy, he said, the logs of the networks themselves would be carried without being identified with any station.

Mr. Krieger took exception to Mr. LePoidevin's assertion that the same conditions are applicable to WRAC and WRJN. He noted that the radio page listed AM network and non-network frequencies heard in Racine but did not show the cities where the stations are located, whereas the cities were listed in the case of TV stations.

Cites Paper Policy

He said the newspaper officials "apparently . . . . cannot bring themselves to give the cities of the radio stations because then they would have to disclose the fact that WRAC is located in Racine, Wis." He also claimed that, in the radio page for the day the change in policy became effective, "the call letters 'WRJN' appear in the largest type used on the entire page."

In its answer last Thursday, filed by E. D. Johnston of the Washington law office of Kirkland, Fleming, Green, Martin & Ellis, the newspaper said it solicited and published a story about WRAC at the time of its opening and had since carried another, even though WRAC did not request it. The paper said it has carried 43 advertisements of WRAC, totaling 427 inches; that the large type which Mr. Krieger cited was in a paid advertisement of WRJN, and that the paper identified the television stations by cities as a service to readers because television is "quite new."

THE LARGEST LISTENER MAIL IN WLS HISTORY!

(see front cover)

WLS

CHICAGO 7

Clear Channel Home of the National Barn Dance

UN CENSORSHIP

Solons Urge Quick Action

DEMAND that U. S. representatives at the United Nations "immediately draft and propose a resolution" giving Gen. Douglas MacArthur "authority" to enforce security regulations on the Korean front was voiced on Capitol Hill last week.

Sen. Styles Bridges (R-N. H.) in a statement said that "a radio newscaster spread the word all over the world" recently when the 2nd Division landed in Korea and men prepared to move in on the beach. He did not identify the newscaster.

"This landing was not announced by the Pentagon," Sen. Bridges noted. "It was not announced by Gen. MacArthur. But, it was announced by a radio correspondent. The troops were given no chance to get into position . . ."

War Is UN Action

The legislator pointed out that, since the war is a UN action, Gen. MacArthur as UN commander "cannot impose security censorship regulations because the UN has no provisions for granting such authority." He felt the "use of voluntary good judgment" had failed in this case, and urged U. S. representatives to draw up a resolution giving Gen. MacArthur such authority "to protect American fighting men."

Earlier, within the past fortnight, the Army had asked wire services, which furnish spot news to radio and television stations and newspapers, to curb news reports dealing with compilations of National Guard and Reserve units called to active duty. The request was made by Gen. Floyd L. Parks, Army chief information officer.

Some radio stations and newspapers, which customarily abide by official requests on questions involving military security, already observe voluntary censorship in news programs.

They have been guided by the World War II Code of Wartime Practices for American Broadcasters and by Defense Secretary Louis Johnson's security directives to all military branches [BROADCASTING, July 17].

Rep. Thor C. Tollefson (R-Wash.), in another statement, said "it is only natural that the problem of censorship of press and radio should arise now that we are engaged in a shooting war," but cautioned that censorship should be handled "on a common-sense basis" by military authorities "along intelligent lines and not with a regiment of uniformed blue-pencil fanatics."

U. S. Could Learn

He felt the U. S. could "learn something" from the manner in which the British handled censorship in World War II by impressing the public with the importance of "not spreading rumors."

"To my mind this is more important that checking on editors and publishers and radio stations who have been through two world wars and are alert to the danger of conveying any information to the enemy that might prove harmful," he added.

ANTI-HOARDING

Radio Adds to Support

FURTHER support of President Truman's statement that hoarding is foolish and declarations of war against using commercial copy to encourage crisis-scare buying was voiced last week by broadcasters throughout the country. Typical of stations' anti-hoarding stands were the following:

In a letter to the President, Howard B. Hayes, president and general manager of WPIK Alexandria, Va., said he has established the practice of including the following statement each and every time station identification is announced: "Remember, hoarding is foolish and helps no one but the enemy."

During the course of a normal day, Mr. Hayes stated, the announcement is aired from 30 to 50 times. Copies of the letter were sent to FCC Chairman Wayne Coy and Judge Justin Miller, president of NAB.

Banning of all commercials trading on fear of shortages from WOR-AM-TV New York was announced by Theodore C. Streibert, president of the stations. "Hoarders, buying in panic, help cause inflation," Mr. Streibert said. "Neither they nor persons who would profit by them should be encouraged. Advertisers who want to trade on fear or shortages to further their own ends simply won't get a hearing through either WOR or WOR-TV."

KIRO Seattle declared a two-front war against commercial copy which would encourage such buying. The CBS affiliate has instructed its continuity editors to blue-pencil all commercial copy carrying "shortage" appeals based upon the action in Korea or the world crisis. In addition, William F. Tucker, commercial manager, has notified agency executives and other advertisers whose copy was beginning to show signs of what he described as "war-scare thinking" that the station would enforce as a matter of policy the government's injunction against encouragement of hoarding.

Let WIBW TIE UP YOUR

WIBW carries your sales message straight into the homes of the state's biggest, wealthiest group of buyers . . . the Kansas farm and small town families.

In this agricultural state with over a billion dollar farm income*, these families are your *mass market*, because about three-quarters of them live *outside* a metropolitan area*.

It takes a down-to-earth, personal approach to sell these families. It takes the kind of talk, entertainment, and service that has made WIBW the station "listened to most" by the MASS MARKET OF KANSAS.

Let WIBW tie up this market for YOU.

* Sales Mgt. '50

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

WOR

—that power-full station—
is pleased to present the most startling series
of statements ever issued
by an American radio station.

WOR

believes that this material should prove of great value
to advertisers, timebuyers, account executives
and any personnel concerned with selling more people,
more often, at the least cost.

WOR

would like to add that this material merely accentuates
the story the station has repeatedly told
in national magazines, major newspapers, the trade press
and on the air
for a period of more than 28 years.

XUM

The facts are as follows

1

WOR has the largest audience,* during the day and during the night—from Maine to North Carolina—of any station in America.

2

During the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

3

WOR's nighttime audience is 25% greater than the combined nighttime audiences of New York's four leading independent stations. During the day, families listening to WOR far outnumber those listening to the three leading independent stations. In fact, WOR's daytime listening audience is 159% greater than the leading independent station in New York. (During the night, WOR tops this station by 270%!)

4

WOR's average daily audience is greater than the weekday circulation of *any* newspaper in America.

5

In Metropolitan New York, WOR's audience *each* night is greater than the combined circulation of LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, TIME and NEWSWEEK!

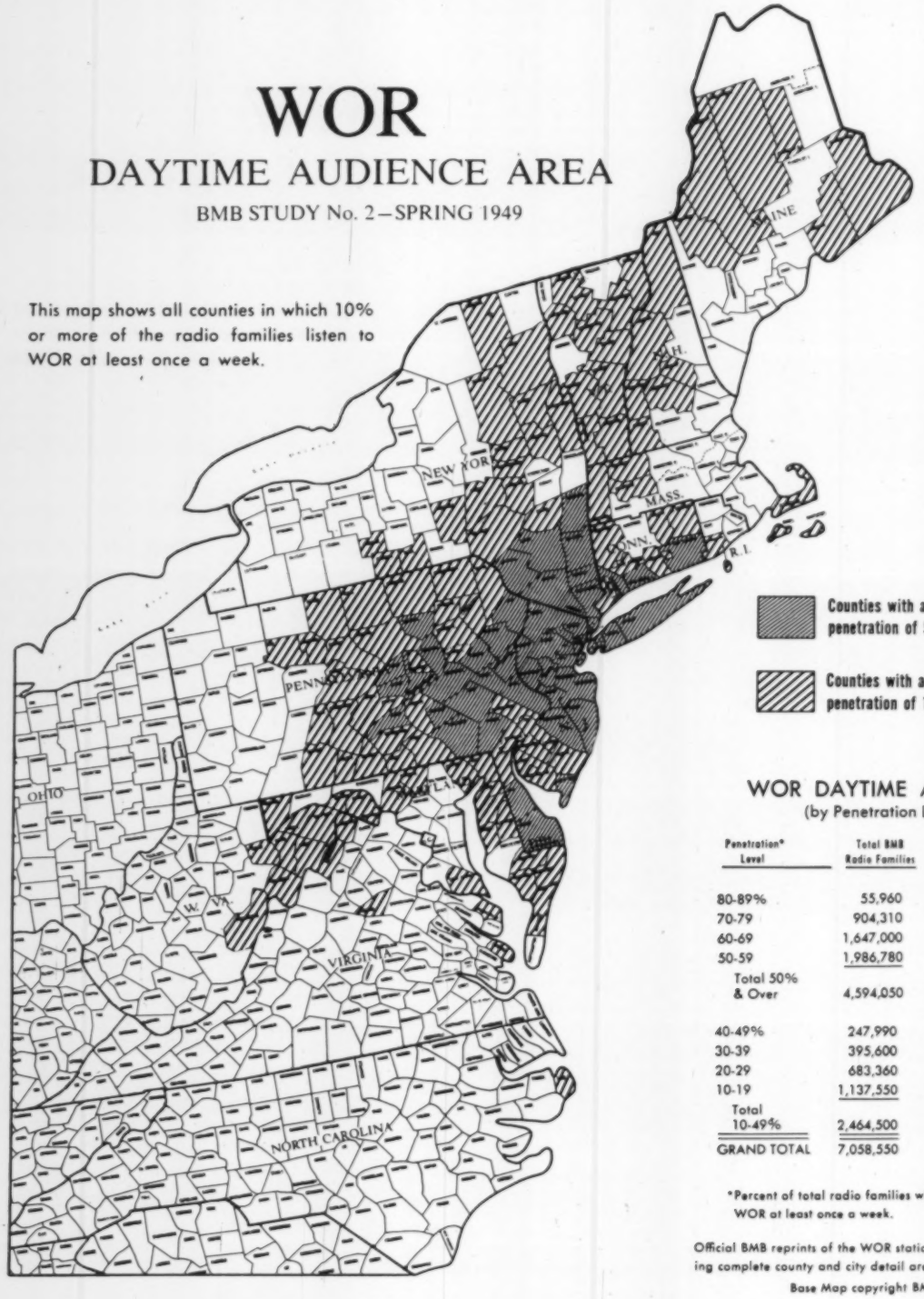
Continued . . .

WOR

DAYTIME AUDIENCE AREA

BMB STUDY No. 2—SPRING 1949

This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.



Counties with an intensity of penetration of 50% or more.

Counties with an intensity of penetration of 10% to 49%.

WOR DAYTIME AUDIENCE

(by Penetration Levels)

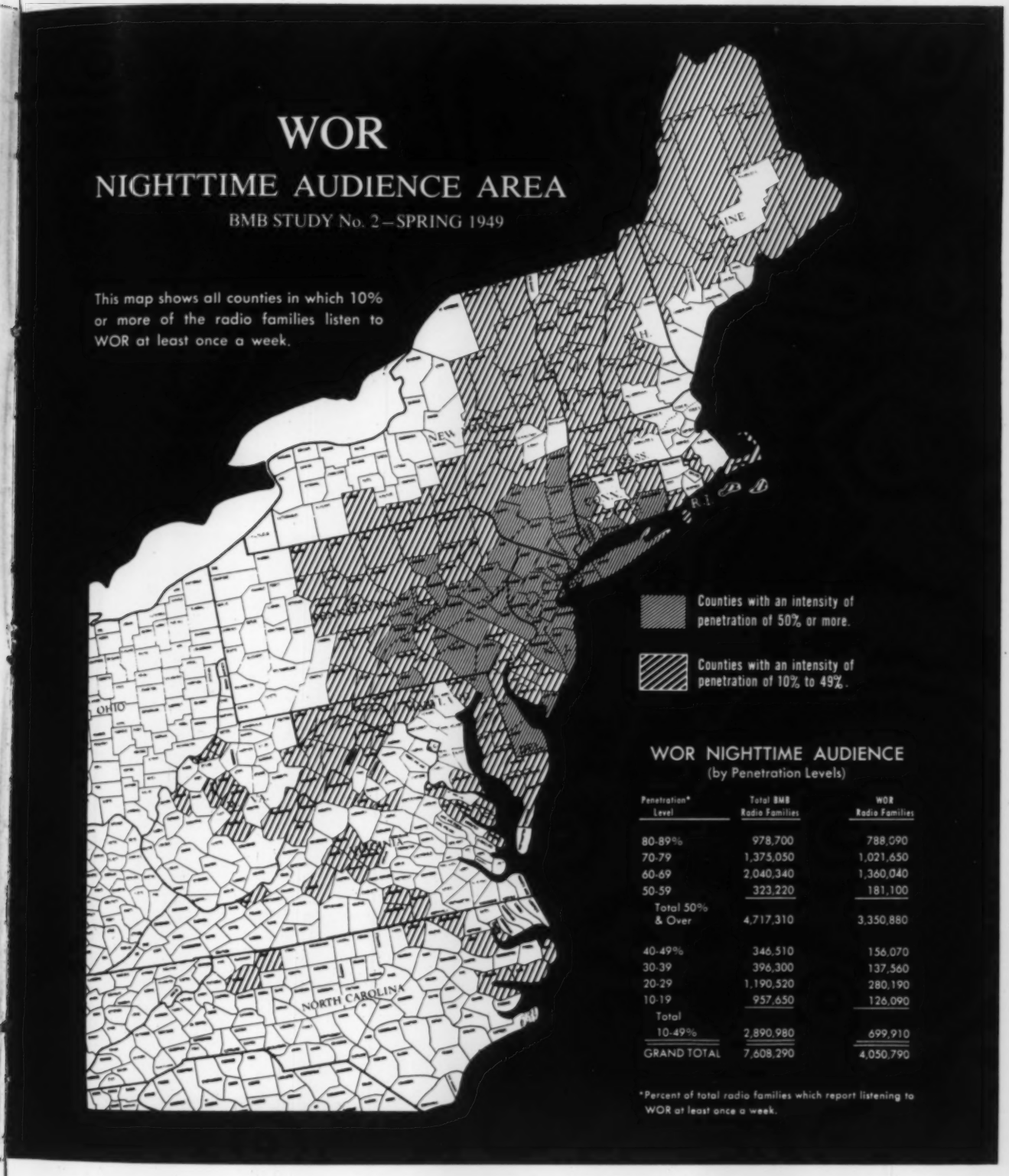
Penetration* Level	Total BMB Radio Families	WOR Radio Families
80-89%	55,960	47,620
70-79	904,310	664,050
60-69	1,647,000	1,063,470
50-59	1,986,780	1,124,180
Total 50% & Over	4,594,050	2,899,320
40-49%	247,990	118,780
30-39	395,600	136,930
20-29	683,360	167,300
10-19	1,137,550	188,880
Total 10-49%	2,464,500	611,890
GRAND TOTAL	7,058,550	3,511,210

*Percent of total radio families which report listening to WOR at least once a week.

Official BMB reprints of the WOR station audience report giving complete county and city detail are available on request.

Base Map copyright BMB 1949

THE MAPS SHOW WHERE AND H


WOR
NIGHTTIME AUDIENCE AREA
BMB STUDY No. 2—SPRING 1949
This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week.
MAINE
NEW
R. I.
OHIO
NORTH CAROLINA
Counties with an intensity of penetration of 50% or more.
Counties with an intensity of penetration of 10% to 49%.

WOR NIGHTTIME AUDIENCE
(by Penetration Levels)

Penetration* Level	Total BMB Radio Families	WOR Radio Families
80-89%	978,700	788,090
70-79	1,375,050	1,021,650
60-69	2,040,340	1,360,040
50-59	323,220	181,100
Total 50% & Over	4,717,310	3,350,880
40-49%	346,510	156,070
30-39	396,300	137,560
20-29	1,190,520	280,190
10-19	957,650	126,090
Total 10-49%	2,890,980	699,910
GRAND TOTAL	7,608,290	4,050,790

*Percent of total radio families which report listening to WOR at least once a week.

ND *HOW INTENSELY* WOR IS HEARD, DURING THE DAY AND DURING THE NIGHT—

Continued . . .

XUM

FRANKLY

how can you not buy WOR to sell what you want to sell?

...our address is WOR

that power-full station
at 1440 Broadway, in New York

FCC FUNDS

Face 10-14% Cut By Senate

FCC FACED a general 10-14% cut in operating funds for this fiscal year last Friday as the result of an overall paring of the omnibus appropriations bill by an economy-minded Senate bloc.

This was the preliminary estimate computed roughly early Friday by agency budget planners.

By approving an amendment, supported by Sens. Styles Bridges (R-N. H.) and Harry F. Byrd (D-Va.), the Senate sliced the omnibus bill about $800 million in a 55-31 vote late Thursday.

The Senate looked for final passage of the omnibus measure Friday or early this week.

The overall reduction of government agencies, excepting defense services such as stockpiling of strategic materials and operation of the Defense Dept. and the Atomic Energy Commission, would leave the FCC with an approximate $5,962,500 for operating funds for fiscal year 1951.

This amount would be a $662,500 reduction from $6,625,000, its allotment under the House-approved measure. In addition, FCC has estimated that it must operate with $200,000 less than that of last year because of new salary increases.

First reaction at FCC was to consider the proposed additional reduction as a burden which would have to be met by a heavy slash in expenses. The brunt of this new cut would probably fall on personnel, since the latter make up 90% of the operating expenditures. Such things as travel and equipment on the FCC budget also would be affected.

FCC spokesmen said such a cut had not been anticipated and that final approval of the overall economy move would mean immediate revision of the operating budget. The House had already cut about 4% in FCC's proposed allotment under the President's budget.

Congress recently gave the FCC an additional supplemental appropriation of $119,000 to enable it to partly absorb salary and per diem increases up to June 30 as provided in 1949. Increases amounted to $212,000 which was included as part of FCC's 1949-50 budget. Boosts during the current year will have to be absorbed from the new expenditure.

The cut will force further reduction of operations down the line in other agencies as well. The international information program, which may receive a special appropriation of $89 million now pending in House committee, would suffer an immediate additional cut of about $3 million bringing its 1951 operating budget to about $29.5 million.

It was undetermined whether Voice of America radio broadcasts would receive $200,000 of this allotment as had been proposed by the House or whether it would also fall victim to the 10% overall economy measure.

Proportionate 10% cuts probably would have to be applied to the Commerce Dept.'s Bureau of the Census proposed allotment of $28.5 million; the National Bureau of Standards allocation for radio propagation, and Federal Trade Commission's $3,916,695 earmarked for 1951.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT

H. M. ANDERSON

Kudner Executive Dies

HAYWARD M. ANDERSON, 53, vice president and secretary of the Kudner Agency Inc., New York, died Aug. 2 in the Lawrence Hospital, Bronxville, N. Y.

Mr. Anderson began his advertising career in York, Pa., in 1922. Later, in New York, he was promotion manager for Time Magazine Inc., which he left to join J. Walter Thompson Inc. in 1927. Following that he worked as copywriter for Lennen & Mitchell, Lord & Thomas, J. Stirling Getchell and Benton & Bowles until 1935 when he joined the Arthur Kudner Inc. agency as vice president and assistant copy chief. Upon reorganization of the agency as Kudner Advertising Inc. in 1945, he was advanced to copy chief.

Surviving are his widow, Lucille, his son, Hayward Anderson Jr., and daughter, Phoebe Anderson.

WRUL CASE

Renewal Grant Asked

WORLD WIDE Broadcasting Corp., licensee of 20-year-old international broadcast station WRUL Boston, last week petitioned FCC to cancel its investigation of program and operating policies and to renew the station's license without hearing. World Wide claimed FCC already has been supplied with full details and further proceeding would be neither desirable or feasible.

FCC's hearing, ordered last November on WRUL's license renewal bid and request to boost power from 20 kw to 80 kw, also includes the AM application of Greenwich Broadcasting Corp., operator of WGCH (FM) Greenwich, Conn., and controlled by Walter S. Lemmon, principal stockholder in World Wide [BROADCASTING, Nov. 21, 1949]. The consolidated hearing is scheduled Aug. 15 at Boston but a petition is pending for continuance.

WRUL's facilities, including the former international stations WRUS WRUW WRUX and WRUA, are located at Scituate, Mass., with studios in Boston. The facilities are leased by the Dept. of State for Voice of America broadcasts, but World Wide reclaims a portion of the time and uses it for broadcasts by the nonprofit World Wide Broadcasting Foundation. Under the law up to 25% of the time may be reclaimed and World Wide is the only international licensee to reclaim any.

Twelve issues designated by FCC for the hearing range from inquiries into the past and proposed program service of the stations (aside from portions under State Dept. direction) to questions as to whether program time has been made available "in return for monetary contributions"; representations concerning the "non-profit and non-commercial character" of the stations, and whether FCC's rules on announcement of sponsored programs have been met.

World Wide's petition, filed by Leonard H. Marks, Washington counsel, contended meetings with FCC personnel who have been long investigating the stations have disclosed no instances of violations and that acclaim for WRUL's programming and the Foundation's activities merit renewal. World Wide also explained full disclosures of all ownership and programming data have been made through the years so that FCC has been aware of all phases of the operations.

Bolger Audition Delayed

AN audition scheduled to be cut last week by NBC and Bristol-Myers, New York, featuring Ray Bolger in a half-hour radio program, five times weekly, was cancelled when the dancer-comedian turned down the project under doctor's orders.

First!

• ON THE DIAL

• IN LISTENING

• IN NETWORK

WSJS LEADS

DAY AND NIGHT

IN

NORTH CAROLINA'S RICH TRI-CITY MARKET

• WINSTON-SALEM

• GREENSBORO

• HIGH POINT

Your FIRST and BEST BUY!

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by HEADLEY-REED COMPANY

XUM

DISASTER SERVICE

FCC Issues Proposed Rules

WORKING under an accelerated schedule in view of the present international situation, FCC last week released its suggested rules for the proposed nationwide disaster communications service [BROADCASTING, June 12]. Broadcast stations could participate, FCC indicated.

"Because of the urgency of the matter" the Commission "earnestly requested" the comments of all interested parties both as to the substance and form of the new rules. Deadline of Sept. 15 was set for filing of briefs with oral argument subsequently to be scheduled if warranted.

FCC held an open meeting in early June to consider formation of the disaster service in the 1750-1800 kc band.

"The subsequent pressure of recent world events," the Commission said, "makes the early establishment of such a service both highly desirable and necessary. Accordingly, the Commission has accelerated the preparation of the proposed rules based on the data obtained at the conference."

Disaster Explained

The proposed rules specify that disaster stations "will provide communications in connection with disasters and other incidents involving loss of communications facilities normally available or demanding the temporary establishment of communications facilities beyond those normally available."

The term "disaster and other incidents" was explained to mean "an occurrence of such a nature as to involve the health and safety of a community or larger area and shall include, but not be limited to, floods, earthquakes, hurricanes, explosions and consequences of armed attack."

The rules state that authorizations to operate in the disaster service will be issued to any person eligible under the Communications Act provided the station will operate as an element of a disaster communications network set up under a locally coordinated disaster plan. Stations already licensed by FCC in all fixed, land or mobile categories are eligible, as are most commercial and amateur operators. FCC also would consider applications to establish a station for disaster network use only.

Under the rules stations of various classes would organize voluntarily into area networks, several such networks being possible in the same area but all subject to coordinated planning and functioning. Individual stations could use a special "scene of disaster" frequency at any time the safety of life and property were in danger as the result of a disaster.

Terms of license would be concurrent with the term of the license of existing stations authorized by the Commission. New stations licenses would be good for one to four years and then renewable on a four-year basis. Existing stations would use their present call signs when operating in the disaster service and new stations would receive special calls to be assigned.

Among the communications permitted under the proposed rules would be those "directly concerning the accumulation and dissemination of public information regarding safety of life, preservation of property, or maintenance of law and order by authorized government agencies." Such communications were given fourth order of priority.

Communications allowable when there is no impending or actual disaster would include necessary drills and tests to provide training.

"BUBBLES LIKE GINGER ALE, DON'T IT, MIRANDEY?"

WINE, women and song! With Effective Buying Income 38.2% higher than the national average, our "landed gentry" can certainly afford the gay life!

What's more they've got plenty left over for soup and soap, housewares and hair tonic. That's where WDAY comes in, *because no station in the Northwest can match WDAY for both rural and urban coverage!*

A new 22-county North Dakota Agricultural Survey proves that WDAY is preferred by 78.8% of the farmers in these 22 counties . . . Station "B" by only 4.4%!

Hoopers prove that WDAY is an overwhelming favorite in Fargo. For Total Rated Periods, Dec. '49—Apr. '50, for example, WDAY got a 63.5% Share of Audience—the next station 16.0%!

Write to us or ask Free & Peters for all the amazing facts!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

WILLIAM ESTY

Hollywood Office Closed

HOLLYWOOD office of William Esty & Co. Inc., located in California Bank Bldg. on Selma Ave., closed last week following loss last season of *Camels' Screen Guild Theatre, Jimmy Durante Show* and Ed Wynn television Show. Agency has been handling only CBS *Bob Hawk Show* for Camels from that office.

Don Bernard, with the agency for the past 11 years and the last eight as manager of the Hollywood office, continues as director of the *Bob Hawk Show* on freelance basis. He declined an executive position in the agency's New York office.

ABC NAMES TREYZ

Heads Sales Presentations

OLIVER TREYZ, ABC presentation writer since July 1948, last week was appointed director of sales presentations, succeeding Maurice L. Gaffney who died July 27 [BROADCASTING, July 31].

Mr. Treyz went to ABC from Sullivan, Stauffer, Colwell & Bayles Inc., New York, where he was manager of research.

COVERING WISCONSIN'S LARGEST RADIO VOID

WTTN

114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50

News — Accent on LOCAL
Music — Sports — Special Events

WTTN WATERTOWN, WISCONSIN

XUM

Hardy perennials ~~ home grown!

Every show above is a WFBR-grown prize-winning blossom! Each one was planted with great care and brought to full flower by a creative and production staff which enjoys the "greenest thumb" in Baltimore radio. Each one is a long-time, high-Hooper perennial—the youngest 6 months—the eldest 11 years! Next time *your* radio budget says "Baltimore"—pick a bouquet of profits from . . .

AM **WFBR** FM

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

open mike

Sees Opposition

EDITOR, BROADCASTING:

I am ashamed that I have not previously dropped you a note to tell you what I thought about your plan for a fused radio and television overall association which would include not only broadcasters, but manufacturers as well.

I think the idea is a logical one and a swell one, but I would be afraid that the manufacturers would prove about as difficult in such an overall association as Russia has proved in the United Nations.

I recall that five or six years ago, the NAB and RMA entered into an offensive and defensive alliance to promote broadcasting and each contributed, I believe it was $7,500, for this purpose. We had hardly made the new pact before the radio set manufacturers started a campaign of considerable proportions *in the newspapers* and spent a whale of a lot of money on that. I need not tell you that the effect produced upon the broadcasters was not good.

Even today, we see tremendous amounts of money being spent in newspapers all over the country by manufacturers, distributors and dealers in television sets, where a corresponding sum is not being spent on the air. Yet, without television and radio, these same manufacturers, distributors and dealers would be absolutely out of business. Somehow, they never seem to have appreciated what it is that sells their sets.

And so, while saluting the idea as a statesmanlike one, I cannot but have severe doubts as to its ultimate success.

J. Harold Ryan
Vice Pres.-Treasurer
Fort Industry Co.
Toledo, Ohio

* * *

Novelty Worn Off

EDITOR, BROADCASTING:

I keep noticing reports in the trade press about long distance reception of TV.

During the month that we have been operating KPRC-TV, we have received over 500 letters from out-of-state listeners, predominantly in the mid-West, Canada and the far-West.

It seems to me, however, that the novelty by now must have worn off on DX reports for television as they have for radio.

Jack Harris
General Manager
KPRC-TV Houston, Tex.

Good Copy Pays Off

EDITOR, BROADCASTING:

So often one hears, "Does trade paper advertising really get read?" I might refer those who ask this question to one of our most recent ads on behalf of station WMT [Cedar Rapids], which appeared in BROADCASTING on July 10.

This advertising, captioned, "To a radio advertiser who can't afford Godfrey," left our office with high hopes that it was a well-written piece of copy. After it appeared in BROADCASTING, we know it is.

Busy executives actually took time to sit down and write to Bill Quarton, general manager of WMT, telling him how effective they considered this advertising.

Just a couple of quotes are indicative of the type of remarks received . . . "One of the best pieces of timely copy I've seen in ages. Orchids to the writer, and a bundle of roses to the station exec. who approved it. Wonderful ads with a humorous twist often find their way into the morgue rather than into print." . . . "I read it aloud at a merchandising meeting yesterday when things got a bit tense, and we then all faced west and salaamed in the direction of WMT. They loved it." . . . "This is one of the best ads I ever read—whimsical, humorous but factually so."

I think that all this proves that a good piece of copy in the right medium always adds up to results. I think, as does Ted Mandelstam, who authored this piece of copy . . . that this proves the point that the same amount of thought and time must go into trade paper copy as into consumer advertising. We have approached it in that manner and are happy to see it pays off.

William F. Sigmund
Henry J. Kaufman & Assoc.
Washington

* * *

Toning Down News

EDITOR, BROADCASTING:

Since the Korean bubble burst I have heard too many "screaming" announcers. I hope that every station manager and program director will take it upon himself/herself to do a piecemeal job of toning down some "of these guys."

To be sure, the people of this nation need re-awakening on occasions, but not day after day, and not throughout every newscast. . . . When we need to alarm the people let's do it—but enough is enough. How about it, fellas? . . .

Les Eugene
Station Manager
KTFS Texarkana, Tex.

5000 WATTS

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHAT'S IN A MARKET?

SIOUX FALLS — 27% INCREASE IN POPULATION SINCE 1940

SOUTH DAKOTA

ANOTHER DECADE OF STEADY EXPANSION OVER THE 73 YEAR HISTORY OF SIOUX FALLS — ONE OF THE MIDWEST'S GREAT DISTRIBUTION AND SALES CENTERS — DELIVERED TO YOU BY THE 5000 WATT VOICE OF NBC IN SOUTH DAKOTA.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

The *New Era* In *Thesaurus* Brings You Another Big Star—

Johnny Desmond

on "The Music of Manhattan"

Under the direction of
Hugo Winterhalter

He made his first big sensation as featured vocalist with the Glenn Miller Band. That was when the nation got to know him as "Sergeant Johnny Desmond." Since then, Johnny has become a bright young star . . . a great name in radio, television and recording.

Now Johnny stars on "The Music of Manhattan" —a program series that reflects the gaiety of night-time New York . . . the stability of lasting material and the freshness of big-name talent additions. Hugo Winterhalter's augmented orchestra provides a masterful accompaniment. Available immediately for broadcast as two ½-hours or five ¼-hours a week.

The *new era* in THESAURUS arms you with the most salable ready-to-air shows in radio. You get the names, talent, production and *comprehensive* programming it takes to boost profits. You get the hits before they're hits . . . weekly continuity . . . special shows. Voice-tracks, tie-ins, cross-plugs, sound effects, mood music, time and weather jingles. Lots of production "extras." Scripts by network-experienced writers. NEW THESAURUS sets you up for SALES!

RCA recorded program services

Radio Corporation of America • RCA Victor Division
120 E. 23rd St., New York 10, N. Y. • Chicago • Hollywood

WAVE CAN'T SURF YOU IN HARBOR (Ky.)!

No matter whether it blows fair or foul, WAVE doesn't roll into Harbor (Ky.)! The goin's too rough, Sailor, and there just isn't much cargo there, anyway. . . .

WAVE makes its big splash in the Louisville Trading Area. We completely cover the 27 rich counties around this *big* port, where sales are close to the billion dollar mark. Actually, the over-all standard of living here is at least 40% higher than that of the people in the backwash districts of our State. . . .

What say, mate? Pass the word, and we'll throw out a life-line over the bounding WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

SIGNAL CORPS

Advisory Council Planned

BRIG. GEN. David Sarnoff, chairman of the board of RCA, and other leaders in the communications and electronics industries met last Tuesday with top-ranking Army officers at the Pentagon and discussed formation of an Army Signal Corps Advisory Council to assist in military expansion affecting those fields.

The proposed council would be patterned after a group that functioned during World War II and would advise the Signal Corps on major policies and programs relative to those industries. Research, development, mobilization planning and production were explored in Tuesday's meeting, it was understood.

Additionally, the council would assist the corps in industry relations, help provide technical and military assistance in obtaining equipment and personnel in fields vital to the corps, and also advise on training of Signal personnel with industry.

It also was learned that the council has been delegated to prepare special studies relating to problems inherent in these particular fields.

Presumably, the council is expected to touch on the effect of military planning on such phases of the radio-television industry as manpower, availability of communications specialists, broadcasters' role in overall defense, equipment specifications and requirements, research programs in which manufacturers engage for the government, procurement and diversion of production needs, and a host of related topics. The Signal Corps is charged with supervision of military communications planning, and operates a vast network of communications facilities throughout the world.

Attend Meeting

Also attending last week's meeting, in addition to Gen. Sarnoff, Signal Corps reserve officer of brigadier-general rank, were William H. Harrison, president, International Telephone & Telegraph Co., a major general in SCR; Carroll O. Bickelhaupt, vice president and secretary, American Telephone & Telegraph Co., brigadier general in SCR; W. W. Watts, vice president in charge of engineering products, RCA, Signal Corps reserve colonel. Mr. Watts also is vice president of the Armed Forces Communications Assn.

Army representatives present were: Lieut. Gen. T. B. Larkin, assistant chief of staff, G-4, U. S. Army General Staff; Maj. Gen. S. B. Akin, chief Signal officer of the Army, and Maj. Gen. J. K. Christmas, chief, Procurement Div., Office of the Assistant Chief of Staff, G-4.

Photographic industry also is represented on the proposed council. Daryl F. Zanuck, vice president in charge of production, 20th Century-Fox Film Corp., was enroute to Europe. After his visit to Europe he will join the group about Aug. 14, according to the Dept. of Defense.

POLICY BOARD

Studies Allocations

"LARGER aspects" of frequency allocation and utilization were explored by President Truman's Communications Policy Board in sessions at its Washington headquarters last Wednesday and Thursday. Headed by former FCC Comr. Irvin L. Stewart, now president of the U. of West Virginia, the five-man board also conferred Thursday with Under Secretary of State James E. Webb, who is chairman of the Telecommunications Coordinating Committee.

Details of this conference and of the continued study of frequency allocation and conservation were not disclosed. Sept. 7-8 was set as date for the next meeting.

Two new consultants were retained by the board: Ralph Smith, former president of Aeronautical Radio Inc., and Ernest C. Shaffer, an economist who has handled international communications work for the Dept. of Commerce.

Members of the board, which was created by President Truman last February to make an overall study of frequency uses and communications policies [BROADCASTING, Feb. 20], are Dr. Stewart; Dr. Lee A. DuBridge, president of the California Institute of Technology; David H. O'Brien, wartime director of distribution for the Army Signal Corps; William J. Everitt, chief of the Electrical Engineering Dept. of the U. of Illinois and a member of the recent Condon Committee on color television, and Dr. James R. Killian Jr., president of the Massachusetts Institute of Technology.

HILL RECORDING

Senate Approves Report

THE SENATE last week approved a joint Senate-House conference report which resolved certain objections of Congressional radio correspondents to a bill involving the Joint Recording Facility on Capitol Hill [BROADCASTING, June 26].

One provision deleted was that governing Administrator Robert Coar's jurisdiction over making arrangements for "time for radio broadcasts of such recordings" involving interviews with Congressional members. This particular section was opposed by members of the Radio Correspondents Assn.

Other provisions restored were return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House and the application of the word "supplemental" to use of the public address system.

The conference report must be approved by the House before being sent to the White House for the President's signature.

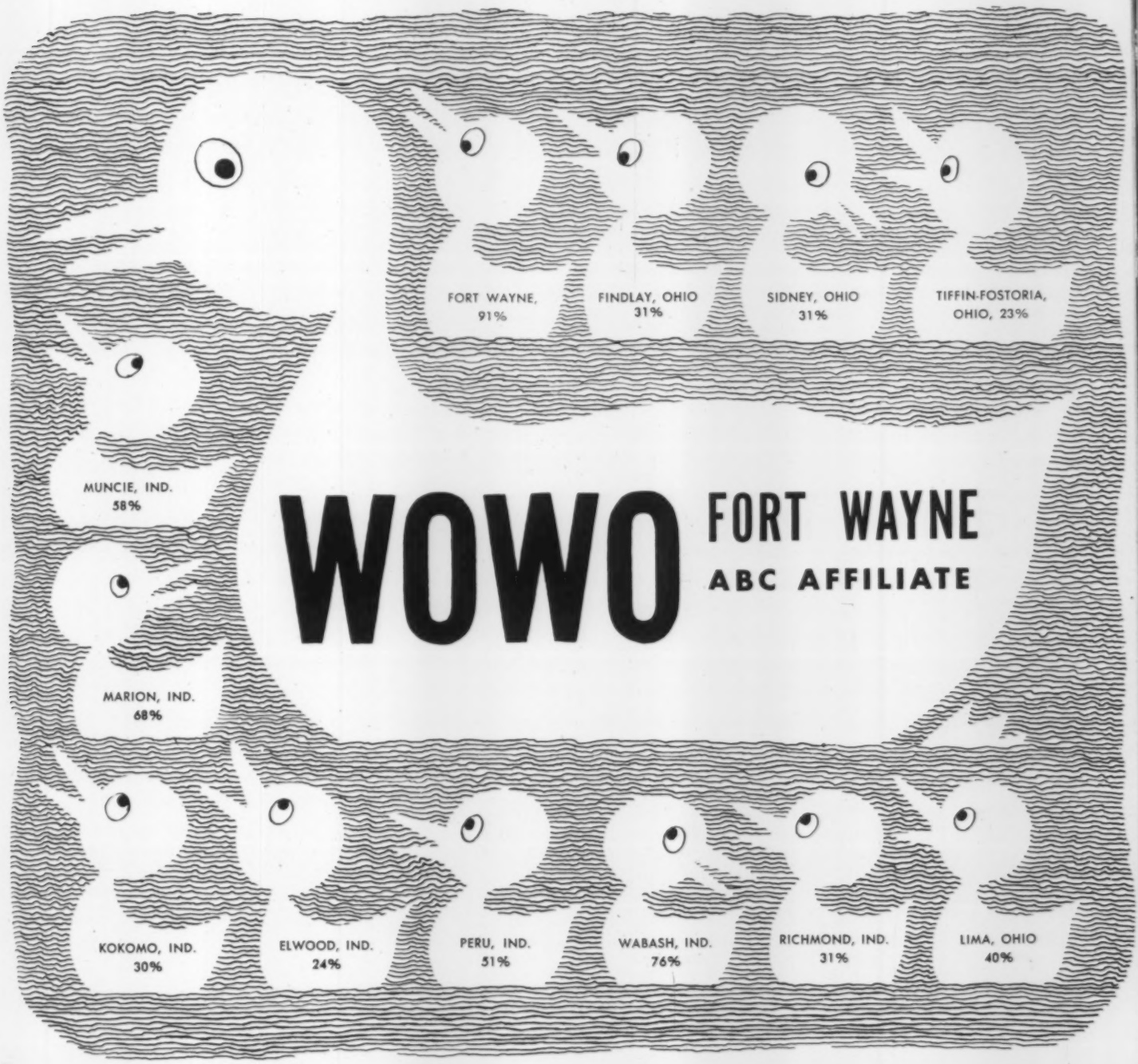
XUM

Cheaper by the dozen!

Speaking of bargains in time-buying, consider this: on WOWO, you can reach ***one dozen markets in Indiana and Ohio*** (including the 13-county Fort Wayne area) for less than it would cost to reach Fort Wayne alone on another medium!

And when we say "reach," we mean really intensive coverage.. from 23% to 91% (BMB Study #2).

For further details on WOWO's economical penetration of this 49-county Midwest market-area (in which the Census counts almost 2 million customers), call on WOWO or Free & Peters.



WESTINGHOUSE RADIO STATIONS Inc • KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WCBS IG
IN GREENSBORO, N.C.

HOOPER RADIO AUDIENCE INDEX

SPRING 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.—12:00 N. Monday thru Friday	49.7	32.	8.1
12:00 N.—6:00 P.M. Monday thru Friday	39.2	28.3	16.1
6:00 P.M.—10:00 P.M. Sunday thru Saturday	52.4	18.3	13.2

WBIG

"The Prestige Station of the Carolinas"

G. M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

ORGANIZATION plans of Radio Sales Network were discussed at Fort Worth meeting held July 29. Among those present were (l to r): Top row, Curtis Bowles, Bowles & Co.-RSN; Harry M. Bekleman, Bowles & Co.; Jack Bell, KDET Center, Tex.; Warren Gilpin, WCOR Lebanon, Tenn.; Edward Ryan, KSIW Woodward, Okla.; R. G. Terrill, KSKY Dallas; Robert Horst, Transcription Sales Inc.; bottom row, Ken Duke, KDDD Dumas, Tex.; Mrs. Duke; Mrs. Mary Lasswell, Bowles & Co.; Mrs. Curtis Bowles; David Timmons, WBAP-TV Fort Worth.

* * *

SALES NETWORK

RSN Is Organizing Small Stations

FIRST STEPS to sign stations were taken by Radio Sales Network at a July 29 meeting held at the Hotel Texas, Fort Worth, with Curtis Bowles, president of Bowles & Co., national representative, presiding as head of RSN. The network, according to Mr. Bowles, is to be a national selling group of smaller stations competing with larger metropolitan outlets [BROADCASTING, July 24]. Some of those attending the meeting said they had not definitely decided to sign.

With a score of station managers and RSN officials attending, the network meeting went into the problems of signing affiliates, completing organization and starting actual operations. Target date for complete network operation is Oct. 1, Mr. Bowles said.

RSN contemplates coverage of almost every county in the nation, he told the meeting, with national advertisers able to buy any part of RSN. "They tell us the area they want to cover, and we pick out our stations and total the basic rate of our stations," he added. Western, central and eastern divisions will be subdivided into smaller groupings.

Stations Signed

Stations already under contract, Mr. Bowles said, include KDET Center, Tex.; KDDD Dumas, Tex.; KSIW Woodward, Okla.; KSTB Breckenridge, Tex.; WMGY Montgomery, Ala. Other small stations around the nation are being contacted by RSN representatives and by mail, he said.

RSN and Bowles & Co. propose to offer national representation, a sale representative to be supplied at RSN expense to a maximum of three stations, and who also will supply production advice, all without pay from local or regional sales from individual stations; single charge to the station of a $50 weekly affiliation fee. Affiliate offices would be located in Detroit, Cleveland, San Francisco, Atlanta, Boston, Kansas City and Raleigh, N. C., in addition to Fort Worth headquarters and Chicago and New York branches. A national sales staff of 63 is projected.

Mr. Bowles told BROADCASTING he is sole owner of Bowles & Co. and said RSN is a subsidiary. He said he had formerly been with KNOE Monroe, La., and WNOE New Orleans in a managerial capacity. He said Harry Bekleman is managing director of the RSN New York office, with Dan Jenkins at Hollywood and Lloyd Leonard in Chicago in similar capacities. RSN has been operating since 1942, he added.

In Attendance

Attending the Fort Worth meeting, according to Mr. Bowles, were:

R. G. Terrill, KSKY Dallas; Roy G. Terry, KOCA Kilgore, Tex.; Edward Ryan, KSIW Woodward, Okla.; Ken Duke, KDDD Dumas, Tex., and Mrs. Duke; Warren Gilpin, WCOR Lebanon, Tenn.; Tom Foster and Jack Bell, KDET Center, Tex.; Bill Humbert, KVMA Magnolia, Ark.; Thomas Sewell, WMGY Montgomery, Ala.; Fran Deason, KCUL Fort Worth; M. M. Rochester, KSEL Lubbock, Tex.; George W. Smith, KMAE McKinney, Tex.; R. W. Chapman, KSTB Breckenridge, Tex.; David Timmons, WBAP Fort Worth; Harry M. Bekleman, Bowles & Co.; Robert Horst, Transcription Sales Inc.; Mrs. Mary Lasswell, Bowles & Co.; Robert Graef, Gould, Brown & Sumney, Chicago.

RADIO workshop, offering classes in writing, acting, announcing, production and music taught by staff personnel, organized for employes at KNBC San Francisco. More than 50 staff members have signed for courses.

Strictly Business

(Continued from page 13)

ion dollars a year to get Chiquita into the right homes and out of the refrigerator, and he does it by methods that never occurred to Florenz Ziegfeld or Billy Rose, except presumably when the latter was writing "Yes, We Have No Bananas."

All but the musically retarded are by now familiar with Mr. Partridge's radio spot jingle that launched, if not a thousand, then certainly several score new ships on the United Fruit line. But fewer may be aware that besides patronizing the arts as sponsor of the tune, "Chiquita Banana," Mr. Partridge was perhaps the first man to synchronize live action and animation in his minute television movies, among the earliest to exploit television cooking schools, and the first living human ever to use four color banana ads in national magazines. He also is the discoverer of bananas and sour cream.

Recent Victory

His most recent accomplishment was to secure the insertion of a 16-page rotogravure section of famous banana recipes in the 1950 *Farmer's Almanac*, a 158-year-old publication hitherto concerned with such things as tides and fast days.

Mr. Partridge is hand-man to no tradition, except perhaps the banana split. For example: Normally an advertising agency selects a potential client and then prepares an exhaustive presentation to impress that client with its ascendant knowledge of his needs. That's normally. But Mr. Partridge saw the flaw in that at once. No agency knew the needs of the banana as well as he. So *he* prepared the presentation, and *he* presented it to the agency, BBDO. It was accepted.

"My business philosophy," Mr. Partridge is fond of saying, "is to extend the usefulness of one of nature's fundamental fruits, the banana, to serve makind in all applicable ways begining with the infant's disease of celiac on through geriatrics."

Mr. Partridge is married to an ex-newspaperwoman, and freelance writer, Thelda Bedford. The couple live at the Seawane Harbour Club, Hewitt, L. I. during the summer, and on Park Ave. in New York the rest of the year.

He is a member of the Harvard Club, St. Nicholas Club, Seawane Harbour Club and the New England Society in New York.

Mr. Partridge says he sustains the extraordinary vigor necessary to the proper prosecution of his chosen work by hanging by his arms at least twice a day from a specially constructed U-shaped gas pipe in his office.

Feature

(Continued from page 13)

Jack Payne, former Oklahoma U. student and veteran sports announcer.

Stations included in the package are: KOME Tulsa; KSIW Woodward; KCRC Enid; KBIX Muskogee; KNOR Norman; KASA Elk City; KSWO Lawton; KTMC McAlester; KWOE Clinton; KGFF Shawnee; KADA Ada; KVSO Ardmore; KWHW Altus; KIHN Hugo; KSEO Durant; KSMI Seminole; KHBG Okmulgee; KGLC Miami, KTAT Frederick; KRHD Duncan.

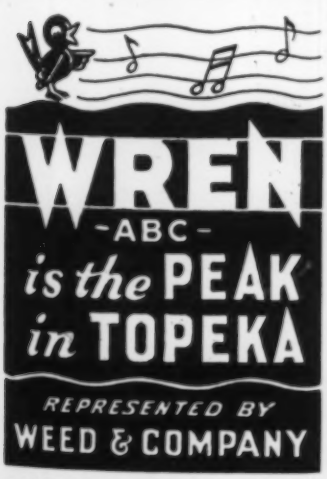
RADIO PULLS $

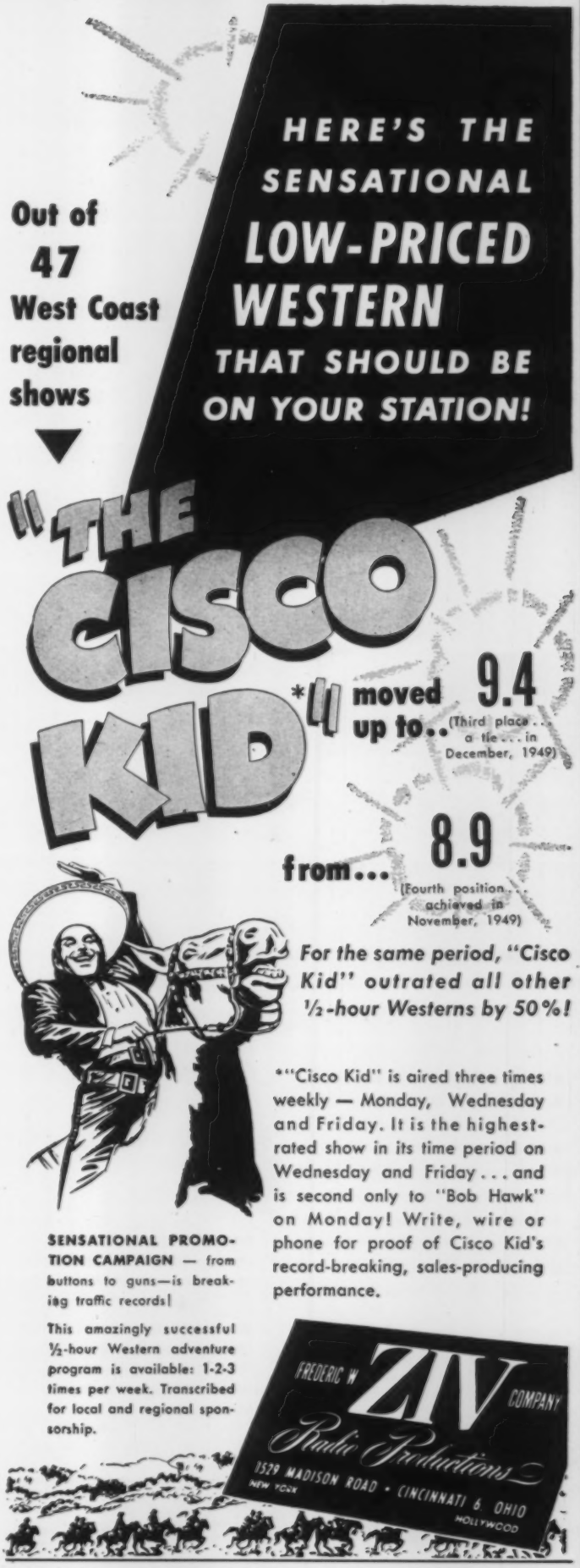
WABI Holds Media Survey

A SPECIFIC sampling at a men's store in Bangor, Me., has shown 36% more customers hear radio ads than see newspaper ads. The survey was conducted by WABI Bangor to ascertain effectiveness of newspaper vs. radio advertising, Murray Carpenter, station manager, reports.

It was found that 11% more was spent by radio customers than by newspaper customers. Also, radio produced more customers and more dollar volume than newspaper ads primarily because the former attracted more women customers (19 to 10 as against 18 to 16 men customers). Twenty-seven percent of the customers (61 out of 221) proved they had seen or heard an ad during the test period. Of these 56% had heard radio ads; 41% had read ads; 3% had seen and heard ads.

Survey was conducted for Father's Day week ending June 17 at the Allan Lewis men's store in downtown Bangor. During the week preceding the test, the store placed two ads in the Bangor *Daily News* at a cost of $88. An equivalent amount ($86.40) was spent for WABI time. Two men interviewed customers, limiting their queries only to those customers who conclusively showed by specific association that they had heard or seen a store ad during the test week. Station also points out that the newspaper advertising was calculated at contract rates while the radio advertising was figured on a single week rate.




HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!
Out of 47 West Coast regional shows
"THE CISCO KID"
*"moved up to.. 9.4
(Third place . . . a tie . . . in December, 1949)
from... 8.9
(Fourth position . . . achieved in November, 1949)
For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!
*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.
SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!
This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.
FREDERIC W ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

South's Greatest Audience Builder, Too

Our advertisers get the benefit of all these — 24-sheet posters, streetcar dash signs, full-page newspaper ads, store displays, personal calls on jobbers and key retailers.

He Piles Up Biggest Ratings, of Course

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience is equal to the next two stations combined.

XUM

South's Greatest Salesman
in South's Greatest City
SELLS Rich Rural Market

Southland farmers depend on WWL for complete authentic coverage of their special interests—welcome activities such as WWL's Herd Improvement Contests, farm service broadcasts, weather reports, on-the-scene rural reports. WWL advertisers enjoy particular preference when these newly-prosperous folks go shopping for everything that means better living.

Gives You Multi-State Coverage

WWL takes you into 330 counties of the rich Southland—gives you primary coverage in 134 of them.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS **CLEAR CHANNEL** **CBS AFFILIATE**

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

editorial

Kaltenborn-Pure Oil

THE KALTENBORNS, *père* and *fils*, are amazing people. Several years ago, son Rolfe acquired a financial interest in a wired radio project and lambasted commercial radio with such extreme vehemence that it back-fired. We noted then that son Rolfe, who was reared by the revenues his father derived from commercial radio, not only bit the hand that fed, but had chewed it off at the wrist.

Now Hans von Kaltenborn, dean of the commentators, takes his turn at bat. In a testimonial to *Reader's Digest* (which we also happen to regard as an extremely ably edited book) *père* Hans commends the publication as an "ideal recreation medium because it carries no advertising." He dreams of a time when broadcasting could be "supported by the sheer merit of its program."

For years, *père* Hans has earned handsomely through the build-up of the commercial radio he now avers he hates. That dislike must also include his old-time sponsor, Pure Oil.

We think that which *père* Hans dished out is indeed pure oil. Perhaps he didn't mean to clip his phrases so close. Kaltenborn, the elder, can always resign from commercial radio. The propitious time would have been one day in November 1948 when he was 360 degrees wrong on the presidential elections.

TAPPING every possible source to finance the war program, the Senate Finance Committee has approved a 10% excise tax on TV sets. Unfortunately, such a tax hits the smaller income people, and will impede TV at a time when circulation is needed for home defense training and for morale maintenance. Secretary Snyder expects a $42 million return from the TV tax, a bagatelle in contrast to the billions for home defense. It doesn't add up.

College Goes to TV

TV AS a factor in formal education makes its bow this fall in an experiment that will be watched with avid interest because of its probable revolutionary effect upon adult education.

WWJ-TV Detroit and the famed U. of Michigan have agreed upon a TV extension course using a regularly scheduled program on the air for which enrollees will pay tuition fees and receive special certificates upon completion of the prescribed courses. This, however, is regarded as merely the first step. The goal is a degree equivalent to bachelor of science.

The importance of this experiment to higher education can hardly be exaggerated. Many colleges are finding it increasingly difficult to meet overhead through campus and regular extension course income. TV extension courses could open up college enrollments to tens of thousands who otherwise find it inexpedient.

The first WWJ-TV-Michigan U. course will run on Sundays, for one hour. It will be broken down into 20-minute segments. The station is allotting $100 to the university for each program, to be shared by the participating faculty members, plus the station's time.

It isn't surprising that these Michigan institutions should lead the way in this project. The *Detroit News*, which owns the WWJ properties, pioneered in radio 30 years ago, and in TV immediately after the last war. U. of Michigan was one of the first schools to introduce radio as part of its journalism curriculum.

Rates Can Wait; War Can't

RADIO IS at war on two fronts At a time when it and its customers should be directing all their energies to the shooting war, radio finds itself in a wholly fatuous conflict on rates.

Recriminations serve no useful purpose. Failure to raise rates when circulation reached virtual saturation, as overhead more than doubled, can be laid only at radio's doorstep. The fact that radio rates are still too low at the moment falls on deaf ears. We feel, however, that a case for increases can be made.

The job at hand is the preservation of our kind of democracy. The magnitude of controls to come is unknown, but controls there will be. There will be material shortages. Paper again may be rationed. Some sort of censorship is obvious. It is more likely than not that all stops will be pulled out during the weeks ahead.

Memories would be short indeed if advertisers didn't recall the onslaughts of the professorial intelligentsia and of the do-gooders to force grade-labelling, suppress brand name advertising, and foster legislation against expenditure of war contract money for institutional advertising.

You can't blame individual advertisers for trying to strike the best bargain possible. But any concerted move by organized advertisers against an entire medium is subject to question, morally and perhaps legally, even in normal times. Now there are other glaringly apparent reasons that militate against rate-cutting pressure.

Every available fact underscores the fallacy of the rate-cut crusade. It is unfortunate that the networks have lagged behind in making rate adjustments—upward—during the last decade. No station can readily sell its time for much more than a network charges for the same facility.

The law of supply and demand should govern. Why reduce radio rates when there is no slackening of demand for time? The national spot and local advertisers know they are receiving good value. Since TV's advent, radio has intensified its sales efforts. The pay off has come at both national spot and local levels. Networks can do the same without reducing rates. Sheer force of fact and logic will do it.

It should be obvious that the hot war and the TV revolution have changed our entire economy. Radio is helped, not hindered, by this regrettable emergency. Radio became the Number I medium for news in World War II. Government surveys proved it. Radio hasn't relinquished that leadership.

The artful talk that pegs TV as radio's main, and by some sleight-of-hand, its only competitor, is hard to fathom. Magazines, newspapers, billboards, direct mail certainly are competitors. Certainly a family viewing TV three-four hours a night isn't going to spend that average (before TV) of 14 minutes a day at a newspaper. Magazines? Ask the newsstand man. What about billboards, if and when gas is rationed. They use jets now.

ANA, we hope, will lay aside its shears and paste-pot and put radio's rates back in those active files. Let them make all the surveys they like, but let them take their eyes and minds off radio as TV's target, and look at the all-media picture realistically. Let them check radio as against other media at the point-of-sale, dollar for dollar, as is being done with telling effect on the West Coast.

The time to discuss rates is after the war is won. The first skirmish for the man with something to sell, in his own self-interest, is against those politicos and parasites who would kill advertising altogether, using the war emergency as the springboard.

our respects to:

JOHN FULTON

JOHN FULTON is a broadcaster's broadcaster who has never deserted the microphone. During his 15 years in radio he has risen from an assistant announcer to general manager of successful WGST-AM-FM Atlanta, Ga., but he still insists on taking over an announcer's duties on occasion.

Mr. Fulton firmly believes that those who make their living in radio owe it their best efforts. He follows that premise to the letter in his own activities. Although he can look back at his own successful career with satisfaction it is unlikely that when he pauses this Friday to observe his 40th birthday he will waste much time looking back—the present is too busy and the future too bright for such nostalgic reminiscing.

Born in Savannah, Aug. 11, 1910, John Fulton was educated in the public and high schools there. He graduated from high school at the age of 16 as first honor graduate of the class of 1927. He was prevented from ac-

(Continued on page 65)

Static & Snow

By AWFREY QUINCY

WHAT'S in a name? Film shorts made by Milton Berle are produced by his brother; Bob Hope's nephew becomes a disc jockey; Bing Crosby sings duets with his son and the kid gets top billing. All one needs to get along on "the talent side" of show business is talent . . . in the family.

* * * * * * * * *

Bob Swezey is plugging New Orleans as an origination point for network shows. If this means more Dixieland jazz on the airways, we're all for it. We get infinitely more nostalgic over *Dinner at Antoine's* than about *Breakfast at Sardi's*. In fact, we never get up that early.

* * * * * * * * *

The Old Gray (Night) Mare
Make the network rate much less than it used to be, less than it used to be, less than it used to be
Make the network rate much less than it used to be, the ANA did vow
The ANA did vow, the ANA did vow.
BUT
The network rate will stay where it used to be, stay where it used to be, stay where it used to be
The network rate will stay where it used to be, many long years from now.

XUM

There's a **POT OF GOLD** in these

50 COUNTIES

in addition to

AMERICA'S 50th MARKET*

SELL THIS 50 COUNTY "OUTSIDE" MARKET with KFBI *the dominate station*

Here are the results of a 54,931 call co-incidental survey in this "outside" area

WICHITA STATIONS	AVERAGE SHARE OF AUDIENCE — SUNDAY THROUGH SATURDAY		
	MORNING	AFTERNOON	TOTAL
KFBI	**15.7**	**15.1**	**15.3**
STATION B	11.0	9.8	10.1
STATION C	4.8	4.5	4.6
STATION D	2.1	1.9	2.0

Survey primarily rural. Cities of Hutchinson, Salina, Wichita not included. Standard co-incidental procedure March, 1950, by Robert S. Conlan & Associates. Telephone calls were made in ratio to the number of telephone homes in the rural, small city urban, and rural non-farm homes within each county group.

* WICHITA—FIFTIETH IN NATION IN RETAIL SALES—Sales Management

BMB DAYTIME.....187,130
LARGEST FOR ANY WICHITA STATION

KFBI

Wichita's Most Powerful Station

AT THE MOST FAVORABLE FREQUENCY

10,000 WATTS DAY **1070** K.C. 1,000 WATTS NIGHT

represented by AVERY KNODEL, Inc.

Advertisement

From where I sit *by* Joe Marsh

Take Your Choice

Sitting around last Friday evening, the talk turned to the best way of getting to sleep when it seems you just can't. "The way I always do," says Sandy Johnson, "is to breathe deep and make believe I weigh a ton."

"Just throw away the pillow—it works every time," says Buzz Ellis. When counting sheep came up, right away was the question: What *kind* of sheep do you count?

From where I sit, you could argue 'til Doomsday and never get complete agreement on a lot of things. Now, take me for example. I'm all for having a glass of beer or ale on occasion. Your "sociable beverage" may be a "Coke"—or buttermilk or maybe a cup of hot coffee.

But enjoying our preferences is a *right* in this country and each of us is entitled to his own. The important thing is to respect that right in the true democratic spirit of understanding! As a matter of fact, what a tiresome old world this would be if we all did have exactly the same likes and dislikes!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

front office

GALEN O. GILBERT, manager KGER Long Beach, Calif., elected director and treasurer on board of John Brown Schools Inc., owners of KGER. He will hold similar positions on boards of John Brown-owned schools including Brown Military Academy Inc., San Diego; Brown Schools for Girls, Glendora; Brown Schools Inc., Long Beach.

HARRY K. RENFRO, executive assistant to general manager KXOK-AM-FM St. Louis, called to active duty as 1st Lt., Marine Air Corps.

Lt. Renfro

BILL DAVIS, commercial manager KTRY Bastrop, La., to station manager. **G. I. JOHNSON**, former KTRY announcer-copywriter, rejoins station as commercial manager.

GEORGE OLENSLAGER to WNOX Knoxville, Tenn., as account executive. Was with ABC.

KTLA (TV) Los Angeles appoints Paul H. Raymer Co. as national sales representative. **CHRIS RASHBAUM** continues as KTLA N. Y. sales representative and **HARRY MAYNARD**, KTLA sales manager, continues to cover L. A. and S. F. areas.

LARRY DRINARD to WDNC Durham, N. C. sales staff after absence of five years during which he was in book and stationery business.

ROBERT MEEKER Assoc. appointed exclusive national representative by WTTV (TV) and WTTS Bloomington, Ind.

MILTON F. (Chick) ALLISON, assistant sales manager WBBM Chicago since March, named N. Y. sales representative of station, replacing **GILMAN JOHNSTON**, who joins Radio Sales, Radio and Television Station Representative, CBS, N. Y., as account executive. Mr. Allison was sales manager WLWT (TV) Cincinnati and WPEN Philadelphia.

DAVID E. BIGLEY to manager WALD Waterboro, S. C. Was with WJOI Florence, Ala. and WLAN Lancaster, Pa. as program director.

DANIEL P. POTTER, media plans director Compton Adv., N. Y., to NBC New York sales department for sound broadcasting as salesman.

GEORGE B. WILLIAMS, WKLK Cloquet, Minn., program director, to sales manager.

WHLI-AM-FM Long Island, N. Y., appoints Wm. G. Rambeau Co. national representative.

MRS. DORIS SCADRAN joins John Blair & Co., station representative firm, in N. Y. office as assistant to **Wells H. Barnett Jr.**, manager of sales development department. She is former assistant to radio research director of N. W. Ayer, N. Y.

WINSTON (Wink) CLARK to sales staff WORZ Orlando, Fla. Was with WROD Daytona Beach, WLAK Lakeland, Fla., WLAP Lexington, Ky. and WLAC Nashville, Tenn.

WJPS EVANSVILLE, Ind., appoints Walker Co., N. Y., as exclusive national representative.

ROBERT W. MILLER, account executive ABC Chicago, to sales division DuMont Television network, same city.

KOTA Rapid City, S. D. appoints Headley-Reed Co. as station representative.

Personals . . .

JESSIE SYKES BASNIGHT, secretary to **NEAL McNAUGHTON**, director of engineering, NAB, and William Jefress Daniel, Washington attorney, were married July 22. . . . **RICHARD PACK**, program director WNEW New York, father of boy, Aug. 1. . . . **BOB LIVINGSTON**, commercial representative WMAL-AM-TV Washington, father of girl, Leslie, July 22.

Col. JOHN H. DeWITT Jr., president WSM Nashville, and Mrs. Sykes Barbour Hewitt Neas were married Aug. 4. . . . **WILLIAM A. SCHUDT Jr.**, CBS director of station relations, father of girl, Alicia Marie, July 29.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

AUGUST 7, 1950

TELECASTING

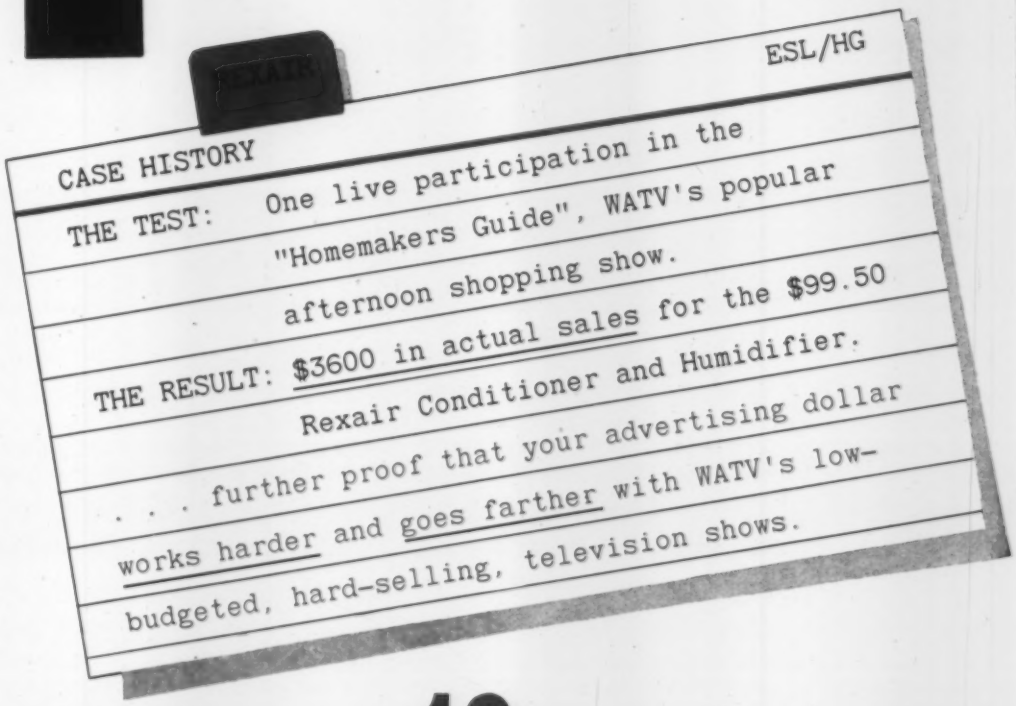
A Service of BROADCASTING Newsweekly

on watv

1 (one) announcement

brings $3,600

in appliance sales


REXAIR
ESL/HG
CASE HISTORY
THE TEST: One live participation in the "Homemakers Guide", WATV's popular afternoon shopping show.
THE RESULT: $3600 in actual sales for the $99.50 Rexair Conditioner and Humidifier.
. . . further proof that your advertising dollar works harder and goes farther with WATV's low-budgeted, hard-selling, television shows.

watv channel 13 TELEVISION CENTER, NEWARK 1, NEW JERSEY

DOLLAR FOR DOLLAR THE NEW YORK AREA'S BEST TELEVISION BUY

Paramount Television Productions, Inc.

announces the appointment of

PAUL H. RAYMER COMPANY, Inc.

Radio and Television Representatives

as

National Sales Representative

effective August 1, 1950

for

CHANNEL 5 **KTLA** LOS ANGELES

LEADING TV STATION ON THE WEST COAST AND
KEY STATION OF THE PARAMOUNT TV NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

AUGUST 7, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

TV ENTERS FORMAL EDUCATION

At WWJ-TV-Michigan U.

TELEVISION will make its formal entrance in higher education this fall in an ambitious program being developed jointly by the U. of Michigan and WWJ-TV Detroit.

The plan, an experiment via TV in home study on a university level, was announced at Ann Arbor yesterday (Sunday). The university and WWJ-TV will combine facilities and techniques to bring both academic courses and lessons in "modern living" to adult viewers.

A meeting of university officials and WWJ-TV executives was held to outline principal features of the telecast home study courses. While not all the details are complete, a general understanding has been reached on the following:

● A full hour will be devoted to the three-part weekly telecast—probably to be scheduled for Sunday afternoon viewing.

● The first 20 minutes of each hour's telecast will be academic, with lectures tentatively planned to touch on such subjects as history, the fine arts, music and fundamentals of the natural sciences.

● Off-campus adult education courses, generally classified as "modern living," will be reflected in the second 20-minute segment. Stress on "how-to-do" subjects will cover a large range of social living—such as home buying, happiness in later years, etc.

Laboratory Shots

● Third 20-minute portion of the program is planned to take viewers to research laboratories, workshops and other such "living knowledge" locations.

● All visual aids normally employed in classrooms will be utilized. These include charts, drawings, chalk talks, lantern slides, motion pictures, maps and laboratory table demonstrations.

● The project is experimental and aimed toward eventually granting degrees for completion of adult extension curricula.

Harry Bannister, general manager of WWJ and WWJ-TV, called the joint project "a serious effort to employ the latest offspring of the mechanical revolution in the field of education." Mr. Bannister said the experiment "should prove an answer to those who criticize television for its entertainment 'lure.'"

By stressing the visual aspect of education it is expected that the home "students" could be quickly "transported" to distant points of the globe where the university's scientific expeditions have conducted geographical and sociological studies.

The so-called "modern living" period of instruction will center on the less formal phase of adult education. Here, the stress will be on the practical side of everyday endeavor.

A university committee has authorized Everett J. Soop, director of the extension service, to elaborate on the courses of study. As yet, no final selection of professors or their subjects to be taught has been made.

Mr. Soop in Charge

Still to be determined is the question of whether the university will employ a fulltime producer or production manager to handle this unique venture.

Mr. Soop, however, will be in charge of publishing bulletins, receiving nominal enrollment fees to be charged, conducting examinations and awarding of "certificates of recognition" to those successfully completing prescribed courses.

It is estimated that more than 1 million persons will be able to avail themselves of educational courses via their home receiver, of which some 300,000 are reported to be in WWJ-TV's coverage area. These people will make up the "potential class" to whom faculty members will lecture.

In the first phases of the project, many of the programs will originate from the station's Detroit studios. In the future, or perhaps when necessity calls, telecasts will be beamed from the campus.

What mark this TV entrance in education on a mass viewing basis will leave both on the television industry and on the higher branches of study is a moot question. But it is certain to evoke widespread interest in education and industry circles.

The university itself indicated concentration on the present phase of the project, with future developments hinging upon its initial experiment. Dean Hayward Keniston, of Michigan U.'s college of literature, science and the arts, issued a statement that carried deep conviction:

"We are entering a new era in adult education and the university is in it to stay."

Enthusiastic Response

Other officials were enthusiastic over the opportunity to experiment with an indeterminable amount of new methods and instructional devices which can be adapted to television.

Some, looking far ahead, foresaw the time when complete courses leading to degrees could be offered via video. Such a development would be applicable to meet the demands of those unable to enroll as regular campus-attending students.

An action committee formed to

(Continued on page 59)

TRI-COLOR TUBE

RCA Reports Progress

SUBSTANTIAL advances in the development of its tri-color television picture tube and in color TV receiver circuitry [CLOSED CIRCUIT, July 10] were reported by RCA last week in the "progress report" to FCC and the industry, released by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs.

The report said "research work on the RCA tri-color tubes has now progressed to the point where RCA color system receivers utilizing these tubes produce pictures with a highlight brightness of more than 20 foot-lambers, with resolution capabilities comparable to those provided by the 6mc television channel, and with dot structure and moire pattern substantially eliminated."

Simpler and stabler receiver circuits have been developed which, in conjunction with tri-color tube improvements, permit production of "a color picture that has substantially the same resolution and is as stable as the picture produced on a standard monochrome receiver," the report asserted.

The report reiterated that RCA is working toward pilot line production of tri-color tubes by next January and said it hoped to make samples available to industry this fall "for their own study and development work."

"As originally indicated by General Sarnoff [Gen. David Sarnoff, RCA board chairman]," the report continued, "RCA Victor Division is building tri-color tube receivers in Camden and expects to have 35 receivers completed by September, with a schedule thereafter for pilot line assembly of five receivers per week.

Test Requirements

"The color receivers thus being made available will be used to fulfill RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations, and to permit field-test installations in homes in the Washington area."

Testing in Washington is slated about the end of August.

The report said that "for the immediate future" the color sets will use "three-gun tri-color tubes of the type previously demonstrated, but with at least a 100% increase in brightness," and that those with new phosphors and greater resolution will be added when they become available in quantity.

Receiver Development

It was also pointed out that work is progressing on sets utilizing the single-gun tri-color kinescope. These receivers, the report said, "now include means for adjusting color balance at the receiver so that the picture produced is comparable with that obtained on receivers using three-gun kinescopes."

The tri-color tube's increased resolution, the report said, comes from increasing the phosphor dots on the color screen to about 600,000 as compared to 351,000 when the tube was first demonstrated four months ago [TELECASTING, April 3].

RCA reiterated that work toward greater resolution "will be continued until the number of phosphor dots is sufficient so that the tube resolution capabilities will be substantially in excess of

(Continued on page 59)

XUM

Co-op Advertising Pays Off as....

Crosley Dealers Find TV Solves Selling Problems

RUSS MORGAN and his nine-piece orchestra spearhead the musical variety show which is breaking records in selling Crosley products.

* * *

WITH SALES almost at a standstill, consensus among many Southern California dealers in late 1949 was that the heavy appliance market was pretty well saturated.

The J. N. Ceazan Co., headquartered in Los Angeles and Southern California distributor of Crosley refrigerators, home freezers and other products, had a different opinion. Mose Katzev, advertising and sales promotion director of the firm, and Jimmy Fritz, vice president of Ted H. Factor Agency, servicing the account, declared the saturation point *hadn't* been reached and produced figures, readily available to the researcher, to bear this out.

At that time approximately 15,000 people entered Southern California each month, the majority intending to remain, figures revealed. These families could not very well get along without refrigeration or stoves, they contended. A few, it was true, moved their household belongings to California. The great majority, however, came empty handed, research surveys showed.

A powerful believer in cooperating with its dealers to the hilt, J. N. Ceazan Co. had long been instrumental in preparing advertising and promotion material to boost dealer sales.

The firm, on a cooperative dealer basis, is a consistent user of local radio time, utilizing spot announcement and program participation schedules on stations in the Southern California area. Newspapers also are used.

But radio and newspapers, while doing a steady year-in-and-year-out job, were not producing the drastic results needed immediately, client and agency executives decided. With this slowdown, something had to be done, it was agreed. An added impetus was needed.

Television was suggested. Others were using it successfully, so why not J. N. Ceazan Co.? The idea was brought forward and elaborated upon at a meeting of top agency executives who included Ted H. Factor, president, and Mr. Fritz. It was generally agreed that variety entertainment had the greatest mass appeal and might be the answer to the client's problem. Facts and figures were gathered. Mr. Katzev accepted the TV idea immediately.

Screens Shows

Many package shows were investigated. Several were auditioned. Then the client and agency agreed upon *Music In the Morgan Manor*, a weekly, 30-minute, musical-type, variety program on KECA-TV Los Angeles. Sponsorship started Feb. 15 in the Wednesday, 8 p.m., time spot. Packaged and produced by Lou Place, the show features Russ Morgan and his orchestra with guest talent. Released as a live program in Los Angeles, it is kinescoped for release in other markets by ABC.

First product to be advertised on the initial sponsored telcast was Crosley Shelvador, with one three-minute commercial inserted in the middle of that program. The cooperating dealer, Electra City in Hollywood, was instructed to remain open until 10 o'clock that night to handle anticipated business.

The program, as a sales producer, was an instantaneous success, declares Mr. Katzev. The heavy plug given the dealer, plus emphatic mention of his telephone number and the urge to "call now," brought heavy traffic both in phone responses and personal visits by consumers.

Sales of Crosley Shelvadors traced directly to the show topped even the agency's most enthusiastic aspirations, Mr. Fritz admits. By 10 o'clock the following morning 27 refrigerators had been sold off the Electra City floor. In addition many other appliance items, both large and small, had been sold to various consumers.

Before the second program, a problem arose. Mr. Morgan left for the East on a personal appearance tour. The baton waving and emceeing was left to guest stars among top musicians and performers. Mr. Morgan was a known quality. His style and delivery are popular and his acceptance by the TV audience proved. What would listener reaction be without the Morgan influence? Both client and agency were concerned, they admit.

But the second telecast, with a guest band and entertainers, plus the same commercial in the middle of the show, again hit the jackpot. It looked easy—too easy—so J. N. Ceazan Co., Electra City and Ted H. Factor Agency decided to give television an acid test.

Home freezers, it was pointed out, are not as yet considered a necessity. It takes a definite need, even in a broad sense, before consumers will buy a freezer, according to Mr. Fritz. The Crosley Home Freezer, retailing for $249.95, was chosen for the third program, and for the fourth.

Believe-it-or-not, 65 freezers were sold by Electra City directly as a result of the two programs.

Copy for the freezer established a need through situation: As time for the commercial came during the program, Russ Morgan or guest m.c. informed the maid that guests have been invited for dinner. She then enters the kitchen quite downhearted at the thought of preparing a large meal on such short notice.

Commercial Format

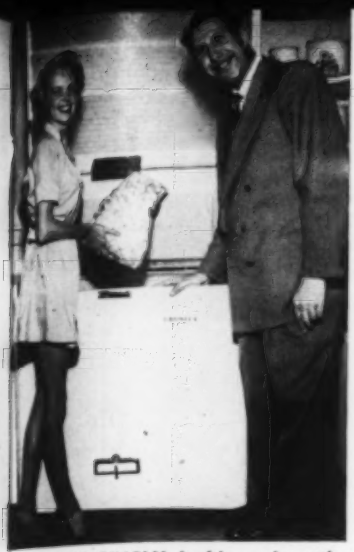
The announcer—Bill Davidson—is in the kitchen and she promptly tells him her troubles . . . these troubles are similar to what the average housewife might go through under such circumstances and with which she can readily identify herself. From there the maid leads announcer Davidson into the straight commercial. Situations are varied from week to week to give variety, says Mr. Fritz.

Although the program itself is telecast from a *Morgan Manor* set in ABC Hollywood studios on Vine St., the commercial is presented from a kitchen set on the sound stage of ABC Television Center,

* * *

EXECUTIVES behind the successful *Music In the Morgan Manor* are (l to r): Rudy Rudolph, KECA-TV account executive on the show; Mose Katzev, advertising and sales promotion director, J. N. Ceazan Co., co-sponsor; Carl Stuewe, owner of Electra City appliance store, co-sponsor, and Jimmy Fritz, account executive, Ted H. Factor Advertising Agency.

XUM



CONVINCINGLY delivering the Crosley sales pitch to televiewers are Bill Davidson, announcer, and the smiling and shapely "Connie."

* * *

since starting sponsor participation in the telecast, also reports a phenomenal increase in the sale of products advertised.

Now off the air for the summer, the show will return Sept. 15 to continue selling Crosley products.

Video having "proved" itself, J. N. Ceazan Co., with Harold Raymond Appliance Co., of Compton as cooperating dealer, May 19 started for 13 weeks participation in the Friday night *Chef Milani Show* on KECA-TV. Besides the Crosley refrigerator, deep freezer and electric stove, other home appliances of that firm are demonstrated during the telecast.

And Harold Raymond reports that following the first cooperative telecast, there has been a definite pickup in business, with many sales directly traceable to the program.

As to future TV advertising of J. N. Ceazan Co., and its cooperating dealers, preparations are already in the final stage for new productions for various products, all in the heavy appliance line.

Neither the distributor nor its agency intends to eliminate AM advertising or printed media. They feel that there is a definite place and need for continuance of both, but the future of TV as a very important medium for selling of heavy appliances is definitely assured in their minds.

several miles away.

Interesting and novel is the handling of this aspect of the telecast. As the maid is ushered through the door from the *Morgan Manor* set, the cameras switch to the kitchen set and pick her up coming through the door into the kitchen—several miles away. As the astute producer will guess—identical twins are used in this commercial. The instantaneous switch from the Morgan Manor set to the kitchen set is impossible to detect, it is agreed.

Cost to Electra City for the program is $500 weekly. This, weighed against sales for both Crosley Shelvador refrigerators and Crosley Home Freezers, brings the cost per sale far below previous figures, Mr. Fritz said. With Dooley's Hardware Mart in Long Beach having been brought in as the second cooperating dealer, the cost is proportionately less per dealer, he points out. Dooley's,

SPEIDEL ON ABC

Mulls McNeil Sponsorship

SPEIDEL Co. (jewelry watch bands), Providence, R. I., reportedly has bought the first half hour of Don McNeil's hour-long TV show scheduled to begin on ABC-TV Sept. 6, but the deal hinges on a technicality.

Philco Corp., which earlier bought the second half hour of the program, has a clause in its ABC contract providing that any other client on the program must be acceptable to Philco. Although no oostacle in this direction is anticipated, the closing of the Speidel-ABC agreement was awaiting Philco's approval at week's end.

The McNeil program will be telecast Wednesday at either 9-10 p.m. or 9:30-10:30 p.m., the final scheduling to be decided soon. Agency for Speidel is Sullivan, Stauffer, Colwell & Bayles, New York, and for Philco, The Hutchins Agency.

SOUTH AMERICA

First Video Station Airs Test Patterns

SOUTH AMERICA'S first television station, Radio Tupi at Sao Paulo, Brazil, is now on the air with test patterns and program service is expected to begin momentarily. Owned by Emissoras Associades, Brazil's major radio network whose head, Dr. Assis Chateaubriand, is a leading publisher as well as broadcaster, the new TV station is an RCA installation throughout.

It comprises a 5 kw transmitter, complete studio facilities and a mobile unit. The three-bay superturnstile antenna is mounted on Sao Paulo's highest building, the 520-foot State Bank bldg. Programs are beamed via microwave equipment, also RCA, from studios in suburban Sumare to the midtown transmitter.

Second TV operation for Brazil and South America and for Radio Tupi as well is now nearing completion on 1,300-ft. Sugar Loaf Mountain in the harbor of Rio de Janeiro. This is a complete General Electric Co. TV package, including a 5 kw transmitter, studio facilities and a mobile unit for remote pickups.

GE delivered its TV equipment in Rio last October and anticipated a complete installation early this year. Firm blames the delay on the necessity of transporting all items, including building materials for the transmitter house, up the mountain by cable car, with a midway transfer point where they were shifted from one car to another for the final haul.

GE hopes for better luck in Mexico, where its TV installation (for Emilio Ascarraga) is again competing with that of RCA (for Television de Mexico S. M., owned by Romulo O'Farrill Sr., publisher of *Novedades*) for first TV operation in Mexico.

Hazeltine System

HAZELTINE Electronics Corp. last week repeated demonstrations of its improved color TV system [TELECASTING, June 19] for representatives of RCA, Philco and other Hazeltine licensees. Hazeltine color system is based on the RCA dot sequential method of color broadcasting, adding a "constant luminance" development which reduces shimmer and crawl in TV images.

CONDON REPORT

RCA Scores CBS Color Position

RCA CLAIMED last week that CBS had made "erroneous and unjustified" criticisms of the report of the Condon Committee on color television [TELECASTING, July 17] when actually the committee went "out of its way to be fair" to the CBS color system.

RCA's views were presented in a letter sent to Dr. E. U. Condon, director of the National Bureau of Standards and chairman of the committee, by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division. The letter answered one sent to Dr. Condon by CBS Vice President Adrian Murphy [TELECASTING, July 24.]

Dr. Jolliffe said RCA felt the Condon Committee is "entitled to great credit for its brilliant job in presenting a clear, constructive analysis," but had not planned to submit comments because the color question—in which RCA, CBS and Color Television Inc. are sponsoring rival systems—is now awaiting FCC decision. "The CBS letter of course changes this," he declared.

He noted that CBS claimed "duplication" favoring RCA existed in the committee's tubular rating of the various systems. But, he said, CBS "is strangely silent about the dual treatment that it, and no other proponent," received in the same table via a "two-columnar presentation" (one for the CBS system with line interlace and one for CBS dot interlace, the latter of which, RCA pointed out, CBS "expressly" did not propose for standardization).

"RCA does not quarrel with this manner of presentation," Dr. Jolliffe asserted. "It only points to this as an instance in which the committee has been so fair to CBS that, 'for scoring purposes' (to use CBS' own phrase) CBS has received an award [for horizontal resolution] on a basis which CBS itself does not propose to the Commission for standards."

He noted that the tabular rating gave RCA "superior" awards to eight for CBS ("for the system it proposes for standardization") and six for CTI—"an advantage of 37.5% for the RCA system over the CBS system."

Equal Mention

RCA felt the report's recognition of the usefulness of a tricolor tube in all systems entitled RCA to "at least equal mention with CBS" on the point of "convertibility."

On the convertibility question, Dr. Jolliffe noted that color sets demonstrated by CBS reduced the picture size to that of a 7-inch set (using a magnifying lens to give the effect of a 10-inch picture).

But, he reported, "less than 8%" of the 6,500,000 TV sets outstanding as of July 1 were 7-inch sets, and "less than 1%" of the 525 models offered by manufacturers in their present fall lines are less than 12½ inches, and 88% are larger than 12½ inches. He also quoted CBS as saying that under its system "it isn't practical to convert . . . anything above a 12½-inch tube . . ."

Dr. Jolliffe said these "facts of life about 'convertibility' and the CBS system . . . indicate to use that system, if convertible at all, is convertible only in such an unrealistic and limited sense that the committee would have been justified in withholding any finding that CBS is, from the practical standpoint, a convertible system."

He also said the committee tabulation gave CBS the benefit of the "advantages" of using a filter disc but omitted the disc's "disadvantages."

If disc apparatus is to aid CBS in the categories of color fidelity, registration, convertibility, small area and inter-dot flicker, we believe that, "for scoring purposes," RCA should be entitled to offsetting points under additional categories for electronic vs. mechanical operation, no limitation of picture size, [and] no limitation of viewing angle.

To the CBS claim that "adaptability" and "compatibility" (in both of which the committee rated RCA superior) should be considered in a single category, Dr. Jolliffe said CBS claimed to FCC that the CBS system was superior in both categories and "made no assertion that this involved duplication, or that the two categories

(Continued on page 55)

TV SET TAX

Senate Group for Truman Proposal

PRESIDENT TRUMAN's proposal to levy a 10% excise tax on television sets at the manufacturing level was approved tentatively last week by the Senate Finance Committee as it speeded consideration of a requested emergency tax program to finance rearmament costs.

The proposed TV tax would be paid for originally by the manufacturer but would ultimately find its way to the consumer. Committee spokesmen said a television set retailing for $200 is sold by the manufacturer for $120 and thus the tax boost would up the retail price to about $212.

Earlier in the year when the proposal came before the House Ways & Means Committee, it was defeated following extensive hearings [TELECASTING, May 8]. The proposed 10% levy had been reduced to a requested 5% tax at that time.

Expanded Revenue Seen

It was estimated that the levy would collect some $42 million for the government. Another $8 million would be gathered by a 10% tax on home freezers at the manufacturer's level if the committee should have its way. Still another $5 million would be gained by boosting the tax on slot machines.

With unusual speed, the Senate Finance group also formally turned thumbs down on the House-approved bill to slash by over $1 billion the excise taxes on luxury items such as furs, jewelry, cosmetics and movie tickets.

Still on the committee's agenda was the bulk of President Truman's major tax-increasing proposals including:

- About a $3 billion addition to individual income taxes with the full force of the proposal to reach the public next year.
- Approximately a $1.5 billion total to be gained by hiking corporation income rates. The President asked this rate increase become effective for all 1950 corporation income.
- Another $500 million by closing "loopholes" in the tax law, levying a withholding tax on corporation dividends and placing a tax on the investment income of life insurance companies.

Secretary of the Treasury John Snyder indicated that the President's emergency tax proposals probably would have to be followed by a "more comprehensive program," possibly taking in an excess profits tax.

Secretary Snyder recommended the tax on TV receivers shortly before the committee voted on that portion of the tax measure. In his statement, Secretary Snyder said: "Television now is a strong competitor with alternative forms of entertainment, such as the radio, motion pictures, and professional sporting events, all of which are subject to the federal excise tax."

A united stand by industry, led by Radio-Television Mfrs. Assn., fought the administration proposal to tax TV sets to a standstill when the issue cropped up in House committee. When the House group turned the proposal down it stressed the action was "tentative" and subject to change.

WORLD SERIES

Bids Reach ½-Million Dollars

THE BIDDING for television rights to the World Series last week had reached half a million dollars. Last year the rights were sold for $200,000.

Baseball Comr. "Happy" Chandler declined comment about the asking price for World Series telecast rights when reached at his home in Versailles, Ky., late Thursday. Comr. Chandler, who said negotiations "are still going on" [TELECASTING, July 31], explained that he would make the complete announcement as soon as the sale is consummated. This is expected in about three weeks.

Mutual Position

Under a contract existing between MBS and Gillette Safety Razor Co. on one hand and organized baseball on the other, the Mutual-Gillette combination has first refusal rights for both radio and television of World Series games. Under this system, the network and the sponsor are given the chance to match any rival bid, and if they do so they get the rights at that price.

A fortnight ago DuMont Television Network bid $500,000 for television rights to the 1950 series, it was learned, and Mutual and Gillette have matched that offer. Unless a higher bid which Mutual-Gillette are unwilling to meet is forthcoming, they will carry the games.

Radio rights to the series have already been awarded to Mutual, with Gillette as sponsor. The price reportedly was $175,000.

Because Mutual is not set up as an operating television network, the plan it would follow this year in telecasting the series probably would be similar to that of last year. Mutual's stockholder stations that operate television stations would be included in the network, and Gillette would place the games either on another existing TV network or on one tailored for the purpose.

ATS Crisis Offer

AMERICAN TELEVISION SOCIETY has volunteered its services to city, state and nation in the current world crisis. David Hale Halpern, ATS president, last week sent wires to President Truman, Gov. Dewey of New York and Mayor O'Dwyer of New York City, offering them the society's "fullest cooperation during the present emergency."

ASCAP TV MUSIC

Interim Licenses Extended

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18. Presumably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of committees representing the video broadcasters and the society.

Spot announcements, accounting for much TV revenue but not using much music, reportedly continue as the main stumbling block in the negotiations, which have been in progress since the completion of blanket licenses for TV use of ASCAP music last December. Dwight Martin, WLWT(TV) Cincinnati, is chairman of the broadcasters committee.

NETWORK COSTS

AT&T Outlines Charges

TELEVISION network costs — AT&T charges for transmitting video programs from city to city via coaxial cable or radio relay — have been the subject of considerable industry discussion. The subject is admittedly complicated and while the discussions are frequently heated they seldom get down to basic information about actual costs.

In an attempt to obtain information about TV network costs, TELECASTING went directly to the long lines department of AT&T, which provides the network facilities for both radio and television and renders the bills for such services to the networks. Here's what they said:

Average Rates

Based on actual charges made to all the television network companies during a recent month, a half hour of program time averages about 10 cents a mile. This 10 cents includes both video and audio channels and all station connection, switching and local channel charges. In other words, telephone company charges for a 3,000-mile network to carry a half-hour program would amount to about $300.

Looking at the charges another way, AT&T told TELECASTING that the average charge per station for a half-hour of program time would be about $10 for a program carried by a station in each of the 28 cities now served by existing Bell System facilities. For a similar hookup involving the 41 cities which will be linked by the end of the year, the charge would be about $11 per station for a half-hour of program time.

Asked to estimate what proportion of the cost of a network program results from telephone company charges, AT&T pointed out that no exact percentage could be established because of the widely-varying production costs of television programs. However, a recent study made by the company indicated that Bell System charges average about 5% of the total cost to the sponsor of many common types of television programs such as dramas and comedy-variety shows.

The telephone company rate is $35 per airline mile for video channels for eight consecutive hours a day for one month—in other words, for 240 hours of service. In addition, a rate of $6 per mile per month applies for an associated audio channel of the quality ordinarily used. For occasional use, the rate of video channels is $1 per mile an hour, and the corresponding audio rate is 15 cents.

Television rates are roughly seven times those for radio program service. However, AT&T pointed out, providing network service for television is a complex and costly job. The wide frequency bands required and the precision with which channels must be equalized are unique among telephone company services.

With present carrier equipment a pair of coaxial tubes in a cable can carry as many as 600 simultaneous telephone conversations, yet an entire tube is required to carry a single video program. Video transmission by radio relay also requires a broad frequency band which could be used for hundreds of telephone circuits.

Broadcasters' Position

TV network executives with whom TELECASTING has discussed the matter of networking costs from time to time would certainly not present the matter in just the same way as the Bell System spokesmen.

They have pointed out that at present the telephone company is unable to provide sufficient facilities so that each network can have full time connections with every TV city; that even if such interconnections were available there are not enough TV stations in operation for each network to have its exclusive affiliated station in each city and this will not be possible until the freeze has been dissolved; and that the telephone company figures ignore the many sustaining network programs whose costs in the final analysis must be borne by the revenue the networks receive from the sale of time for commercial programs.

XUM

THIS is the architect's conception of the 217-foot multiple television tower atop New York's Empire State Bldg. Construction was started July 27 when Mayor William O'Dwyer drove a gold-plated rivet into the foundation structure. Slated to be ready for use by December, the tower will boost the overall height of the Empire State to 1,467 ft.

* * *

EMPIRE STATE

Sarnoff Lauds TV Tower

"TODAY we are witnessing an important forward step in the development of a giant new industry," said Brig. Gen. David Sarnoff, RCA chairman of the board, speaking at ceremonies July 27 celebrating beginning of construction of a 217-foot TV tower atop New York's Empire State Building.

"Five television broadcasters, rising above competitive differences, will transmit their signals simultaneously from one high tower," he continued. "Because of New York's many tall structures, this location—high above the others—represents an outstanding advantage for telecasters and the public alike."

Mayor William O'Dwyer drove a gold-plated rivet into the foundation of the new tower. Lt. Gen. Hugh A. Drum, president of Empire State Inc., who also spoke, said that "television is bringing great changes to our country. It is bringing the market-place of ideas into the heart of the family. It is placing the finest of entertainment talent within arm's reach of the audience. It is even changing our vocabulary."

TVA Names Prouse

COORDINATING its activities on the West Coast, Television Authority last week named Peter Prouse, radio actor and onetime CBS Hollywood production staff member, to executive position. Mr. Prouse will handle the group's public relations in addition to other duties. Other appointments are expected to be made later.

CABLE DISPUTE

KSTP-TV Cancels Games

TELECASTS of Minneapolis Millers baseball games have been cancelled by KSTP-TV Minneapolis following a city building inspector's order that the station remove its equipment from a local ball park.

The Minneapolis official said a power cable used by the station was a hazard and should be removed. KSTP officials pointed out that this is the same cable used since 1948 at the ball park and no objections had been raised before the start of a strike by KSTP-IBEW operators [BROADCASTING, April 10].

The cable in question was used as the main source of power for KSTP-TV equipment installed at the park. It ran from a main power switch in the grandstand to equipment installed in the press box. Before the start of the strike, KSTP officials said, this same cable was used in connection with the station's remote truck, use of which has now been discontinued by the station because of its accessibility to striking KSTP employes. The city reportedly does not object to use of the cable with the remote truck.

Stanley E. Hubbard, president and general manager of KSTP-AM-FM-TV, Thursday released the following statement on the situation to BROADCASTING:

Again tonight KSTP was unable to bring its listeners a telecast of the Minneapolis baseball game. The city of Minneapolis through Electrical Inspector Martin Streed and Building Inspector Ralph Anderson refused to permit the station to televise because of a power cable.

In 1948 a Minneapolis licensed union electrical contractor installed a power box with a plug-in for the portable cable to be used in televising the baseball game. The equipment was used in 1948, 1949 and part of 1950 with no objection. Last week Streed and Anderson decided the equipment was unsafe.

Stations throughout the nation use the same cable and equipment and engineers consider it safe. The management of KSTP would like to point out that no objections to the equipment were voiced until after the start of a strike by KSTP operators.

Tuesday night [July 25] when the station attempted to televise the game its television director was arrested. He was warned that he would be arrested again Wednesday night and any night that an attempt was made to go on the air.

The inspectors were informed that the station would be unable to make any changes in the wiring because of the current strike of operators. The station told the city it planned to make a test case of the issue and thought that one arrest would be sufficient to test the law without further depriving hundreds of thousands of viewers of their televised baseball.

KSTP requested that televising continue until the case was heard in court. But this permission was refused.

The trouble started when KSTP operators went on strike April 5. At that time they were making $95 to $110 a week with three weeks paid vacation and unlimited sick leave. They were asking a $15 increase which the station considered unreasonable.

The $95 to $110 a week KSTP scale is $15 to $25 more than operators in other stations in the Twin Cities are receiving with the exception of WCCO which is paid under a Columbia Broadcasting System contract negotiated at the living standards of New York City. Until we get the cooperation of Mayor Hoyer and the electrical and building inspectors, KSTP considers it impossible to further televise the baseball games.

Norge Drops TV Plans

NORGE Division of Borg-Warner Corp. has cancelled its NBC-TV contract for a half hour Sunday evening show in the fall because of a general out-of-stock condition on all appliances, J. Walter Thompson announced last week in Chicago. Housewives, fearful of appliance shortages as a result of the Korean outbreak, raided stocks throughout the country. Norge, with no products to sell, cancelled most of its advertising in all media until the first of the year, when stocks are expected to be replenished. The small amount of advertising being used continues because contracts were placed and campaigns started. No specific format plans had been made for the NBC-TV show. No other broadcast advertising reportedly had been planned for the near future.

WMAL-TV STUDIOS

Leases Ice Palace

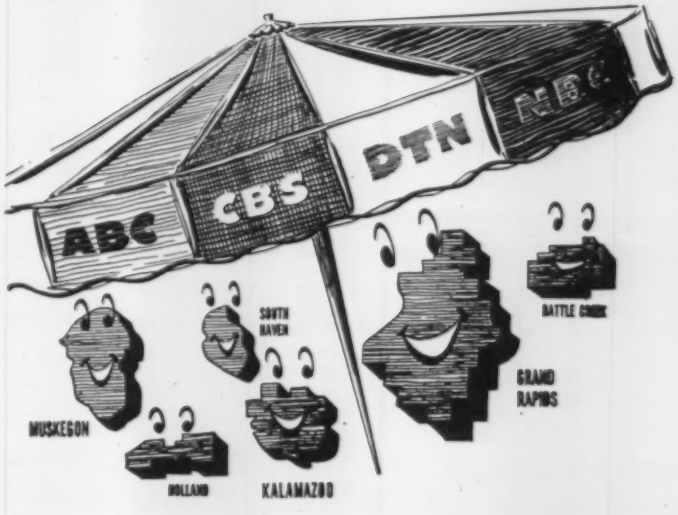
LONG-TERM contract for lease of the Chevy Chase Ice Palace, which will be remodeled to provide television facilities for WMAL-TV Washington, was signed last week by the Evening Star Broadcasting Co., licensee of WMAL-AM-FM-TV [CLOSED CIRCUIT, July 31].

Three large studios will be constructed in the 35,000 square feet now occupied by an ice rink on the second floor of the Chevy Chase Park and Shop Stores Bldg., at 4461 Connecticut Ave., Washington. Transformation of the second floor will begin immediately and studios should be available for use in October, officials said.

Growth of its TV operation during the past two years and demand for additional local programming facilities necessitated the expansion, according to WMAL-TV. During July, the station reported, its local programs represented 66% of all programming time, with 34% given over to ABC-TV shows.

New facilities provide for two 40-ft by 70-ft studios—one designed for audience-participation shows. The WMAL-TV transmitter will remain, however, at its present site at American U. All other TV activity, including film projection equipment, will be moved to the new studios. Present studio is in the Commonwealth Bldg., 1625 K St.

nothing but smiles under our umbrella!



WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

NEWS POOL

Coast Outlets, Defense Dept. Start Branch Operation

DEFENSE DEPT.'s present national television newsreel pool has been extended to Los Angeles to speed up service to West Coast TV stations, the department announced Friday.

In a letter to representatives of the pool, Frank LaTourette, manager of news and special events for ABC Western Division, and Charles Dillon, chief of the Defense Dept.'s radio-TV branch, said the West Coast pool will work in conjunction with the existing national operation in New York.

Charter members include KTSL (TV) KNBH (TV) KFI-TV KTTV (TV) KLAC-TV, all Los Angeles, and KFMB-TV San Diego. Stations recently set up a meeting attended by Maj. Robert P. Keim, chief of the Defense Dept.'s TV section, who toured West Coast video outlets.

The Los Angeles stations formulated a proposal for a regional office of the main pool. With respect to procedure, a 16mm black-and-white print of each department news release is made available by Mecca Labs, New York, which handles Telenews Inc. processing for the national pool. Print will be made at the expense of Los Angeles TV pool from each duplicate negative loaned by the Defense Dept. Print then will be sent air express to Consolidated Film Industries. All financial arrangements (billings, etc.) will be coordinated directly between the labs concerned, with all work being done at current processing rates.

New stations may join the pool at any time by sharing prorated expenses involved in obtaining, processing and printing defense film releases, the department said. Prior to acceptance of new members in the pool, the Defense Dept. must grant similar accreditation as that now being given charter members. Any accredited station or agency utilizing this footage may do so only for news or news review programs.

Any other use, the Defense Dept. emphasized, must be in accordance with existing regulations governing the use of film footage for motion pictures and television productions. Another requirement is that pool participants credit Defense Dept. cameramen.

The department added that it will continue to notify all television stations, upon request, of all newsreel releases.

Queries concerning operation of the West Coast pool should be directed to Mr. LaTourette in Los Angeles.

Announcing

New THREE-COLOR SALES PLANNING

1950

RADIO-TELEVISION MAP*

AGENCIES, ADVERTISERS, STATIONS, SERVICES

CITIES WITH STANDARD AM BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA, 1950
BROADCASTING
TELECASTING

Here's your radio-tv picture for fall placements. This 25" x 35" map shows every radio — AM FM TV — station in U. S., its possessions and Canada by city, county, state, territory and province — plus time zones. Congested markets enlarged.

It's an attractive display, printed in three colors on 80 lb. durable white stock. You'll use it for presentations, to demonstrate coverage, plot network and spot campaigns — takes ink and color like your letterhead.

—Prices—

1 to 5—$1.00 each
6 to 10— 75¢ "
11 to 25— 60¢ "
26 to 50— 50¢ "
50 and more—40¢ "

*Folded copy free with every '50 MARKETBOOK, August 14

BROADCASTING
Washington 4, D. C.

Send _____ maps to the undersigned.

I enclose _____ Bill me ☐

_____

_____

_____

COLOR ISSUE

Sarnoff Wants No Delay

BRIG. GEN. David Sarnoff, board chairman of RCA, reassured FCC last week that RCA and NBC do not favor "any delay" in commercial standardization of color television.

His statement, contained in a letter to FCC Chairman Wayne Coy, was inspired by reports circulating to the effect that in some quarters there is an inclination to favor postponement of the color decision, usually on grounds of the Korean crisis and its attendant implications.

FCC has been deliberating on the color question since the close of the hearing record in early July and is reportedly aiming for a decision by around Sept. 1. Despite its concentration, however, the Commission reportedly had not reached a vote on the issue late last week. Rival color systems are being advanced by RCA, CBS, and Color Television Inc.

Text of Gen. Sarnoff's letter:

Dear Chairman Coy:

We write with reference to the color television matter which is pending before the Commission.

Items have appeared in the trade press that there are those who are in favor of delay in the disposition of this matter before the Commission.

On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television.

Sincerely yours,

Radio Corp. of America
David Sarnoff
Chairman of the Board.

SEATTLE GAMES

Rights to Insurance Co.

EXCLUSIVE rights to sponsor TV coverage of high school athletic events in Seattle during the 1950-51 season have been awarded to Federal Old Line Insurance Co., according to Frank M. Brock, assistant superintendent of Seattle schools and secretary to the school board.

Mr. Brock said the insurance firm received the television rights to the games "on the basis of their bid of $500 for telecasting a selected number of events and an option to purchase the remaining rights at $500 subject to agreement on certain conditions proposed in the bid." Earlier, KRSC Seattle was given exclusive radio rights to the games [BROADCASTING, July 24].

The games, it is presumed, will be carried on KING-TV Seattle, as this is the only video outlet in the state. King Broadcasting Co., licensee of KING-AM-TV, had earlier submitted a bid of $2,500 for both radio and television coverage.

GODFREY & HIS FRIENDS
sponsored by
Chesterfield, a
CBS Package Program
that's never been
out of network
television's top 10.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

XUM

TELECASTING

NETWORK TV SHOWS

Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Cartoon Teletales* L (E-M)	*Think Fast* L (E-M)	*Carolyn Gilbert Show* L (M)	*Dr. Fixum* L (M)	*In The Morgan Manner* F (E-M)	*Mighty Rules* L (E-M)
Diplomatic Pouch			*Billy Boone & Cousin Kib*	Wm. Wrigley Gene Autry	*By Popular Demand*		Lincoln-Mercury Toast of the Town	
				Co-op Starlit Time L (E-M) (N)			*Chicagoland Players* L (E-M)	
Meet the Press L				Local Sponsors (Co-op) Leave It To The Girls L	*Watch the World* L		TBA	BA
		Snarky	*Lucky Pup*	*Garry Moore Show*	Oldsmobile CBS-TV News	*Stork Club Show*	*Pantomime Quiz*	*Ice Pregnance*
		Co-op Small Fry Club L F (E-M)	Co-op Magic Cottage L (E-M)	*Captain Video* L F (E-M)		Co-op Hazel Scott Show L		Co-op The Al Morgan Show L (E-M)
	Kellogg Co. H' Doody L (E-M)	Mars Inc Howdy Doody L (E-M)	*Cactus Jim* L	*Ransom Sherman Show* L (E-M)	*Wendy Barrie Show* L	Reynolds News F (E-M)	*Menasha the Magnificent* L	Firestone Rubber Co Voice Firestone
		Snarky	*Lucky Pup* L (E-M)	*Garry Moore Show*	CBS TV News	*Three's Company*		
		Co-op Small Fry Club L F (E-M)	Co-op Magic Cottage L (E-M)	W. H. Johnson Candy Captain Video L F (E-M)		*J. Edwards, Her Songs & Her Piano* L		
	Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L	*Ransom Sherman Show* L (E-M)	Van Camp's Little Show John Conte L	Reynolds News F (E-M)	*NBC Cinema Playhou* (Film)	
Mr. Magic L (E)					*The Fitzgeralds* Local		*On Trial* L (E-M)	*Author Meets Critics* L (E-M)
		Snarky	*Lucky Pup*		Oldsmobile CBS-TV News	*Stork Club Show*	*Garry Moore Show*	
		Co-op Small Fry Club L F (E-M)	Co-op Magic Cottage L (E-M)	Skippy Peanut Butter Captain Video L F (E-M)	Co-op Manhattan Spotlight L (E)	Co-op Hazel Scott Show L		
	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L	*Ransom Sherman Show* L (E-M)	*Wendy Barrie Show* L	Reynolds News F (E-M)	Snow Crop F. Emerson L	*Nature of Things* L	*Cave Theater*
Mr. Magic L (E)					General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillard L (E-M)	
		Snarky	Bristol-Myers Ipana Lucky Pup	*Garry Moore Show*	CBS-TV News	*Three's Company*	*The Show Goes On*	
		Co-op Small Fry Club L F (E-M)	Co-op Magic Cottage L (E-M)	W. H. Johnson Candy Captain Video L F (E-M)	Co-op Manhattan Spotlight L (E)	*J. Edwards, Her Songs & Her Piano* L		
	Kellog Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L	*Ransom Sherman Show* L (E-M)	Van Camp's Little Show John Conte L	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L	*Stu Place*
Mr. Magic L (E)							*My True Story* L (E-M)	
		Snarky	Sundial Shoes Lucky Pup	*Garry Moore Show*	Oldsmobile CBS-TV News	*Stork Club Show*	General Foods Mama	*Dr. Lee's Ice*
		Co-op Small Fry Club L F (E-M)	Co-op Magic Cottage L (E-M)	*Captain Video* L F (E-M)	Co-op Manhattan Spotlight L (E-M)	Co-op Hazel Scott Show L		
	Mars Inc. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L	*Ransom Sherman Show* L (E-M)	*Wendy Barrie Show* L	Reynolds News F (E-M)	*Magic Slate* alternates w Miles, Quiz Kids L	We The People
Mr. Magic L (E)			*Marshal of Gunsight Pass* F (E-M)	*Corrigan's Ranch* F (L-M)	*Hollywood Screen Test* L (E-M)		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	*Paul Whiteman TV Teen Club* L-M)
		Week In Review	*Lucky Pup*	*The Big Top*			*Beat the Clock*	
					Captain Video L F (E)		*Country Style* L (E)	
				American Forum of the Air L	Manhattan Soap Co. One Man's Family L (E-M)		*Hawkins Falls, Pop. 6,200* L (E-M)	

XUM

Mystery Rules (E-M)	*Mysteries of Chinatown* (F) (E-M)	*Public Service Film* F (E-M)	*Documentary Film* F (E-M)		
...ture's ...e Town	Arnold Bakeries Robert Q. Lewis	*In the First Person*	*We Take Your Word*		
	Co-op They Stand Accused L (E-M)				
BA	*Masterpiece Playhouse* L (E-M)		*Lights, Camera, Action*	TBA	*News Review of the Week* F
...ce Pregnance	Philip Morris Candid Camera	Doubleday Program	Westinghouse Studio One (Ret. 8/28)		
...Co-op The M...gren Show (E-M)	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
Firestone...ubber Co. Voice Firestone	Admiral Lights Out L	*Trotting Races from Roosevelt Raceway* L		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
			Tomorrow's Champions (to midnite)		
	Winner Take All	P. Lorillard The Web	Co-op Wrestling		
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
...Playhouse	TBA	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
...Author Meets Critics (E-M)	*Your Witness* L (E-M)	Co-op Wrestling L (E-M) (To Midnight)			
...Show	Toni-Twin Time (Alternate Weeks) Stoppette What's My Line	TBA	TBA		
	Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E-M)		
...Caneheater	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	*Pinky Lee Show* F	Anchor Hocking Open House L
...usic ...orillard)	*Arthur Murray Show* L (E-M)	*The Ruggles* F (E-M)	*Roller Derby*	Blatz Brewing Co Roller Derby	*Roller Derby*
...w	*Starlight Theatre*	H. H. Ayer Ilka Chase (Off 8/17)			
	Morey Amsterdam Show (DuMont Telesets) L (E-M) (NI)	*Boxing from Dexter Park* L (E-M) (NI)			
...Star Place	Ford Dealers of America Jack Haley Musical Revue L		*Trotting Races* L		Anchor Hocking Open House L
	Roller Derby	*Tin Pan Alley* L (E-M)	General Mills Lone Ranger (repeat)	*Phil Alampi "Home Gardener"*	
...Dance's ...fe	*Songs for Sale*		*People's Platform*	*Capitol Cloak Room*	
	Hands of Destiny L (E-M) (NI)	*Rascoe Karns, Inside Detective* L (E-M) (NI)			
...We People	*Life Begins at 80* L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Cavalcade of Sports F	*Trotting Races* L	Anchor Hocking Open House L
...Paul Whiteman TV Club (E-M)			*Roller Derby* L (E-M) (To conclusion)		
...Clock	TBA				
...Style	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
...Falls, ...00 ...)	*Trotting Races from Roosevelt Raceway* L				

TV HAS AN ADULT AUDIENCE TOO

Pulse audience composition data are available in TelePulse reports. Adults are in the television audience. Consider the 7-9 PM period in Philadelphia, Chicago and Los Angeles.

NUMBER OF VIEWERS PER 100 HOMES

7-8 PM

	Men	Women	Teens 12-17	Children under 12
Chicago	100	100	15	43
Los Angeles	62	112	45	44
Philadelphia	64	100	51	47

8-9 PM

Chicago	100	106	21	29
Los Angeles	64	106	43	36
Philadelphia	88	94	52	31

For Information and Other Telefacts

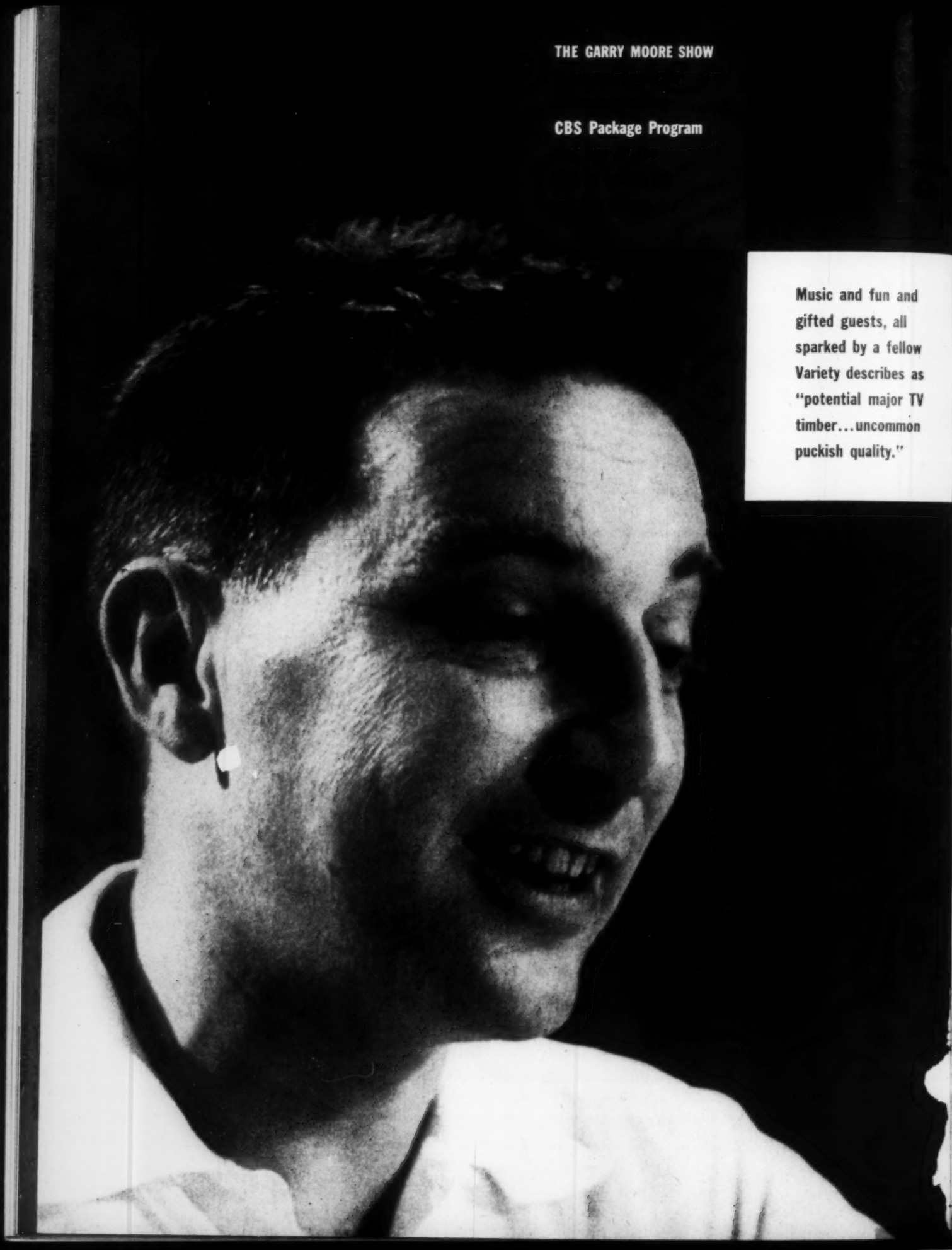
ASK THE PULSE

THE PULSE INCORPORATED

15 West 46th Street

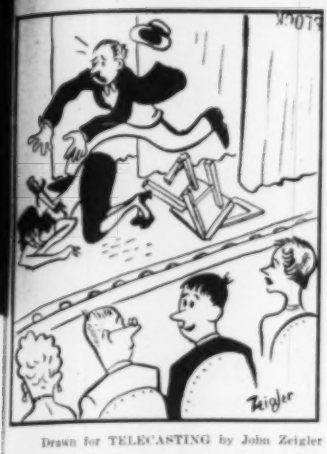
New York 19, N. Y.

XUM


THE GARRY MOORE SHOW
CBS Package Program
Music and fun and gifted guests, all sparked by a fellow Variety describes as "potential major TV timber...uncommon puckish quality."

XUM

Te-Ve



Drawn for TELECASTING by John Zeigler

"The butler did it; I saw it on television last night."

TVA-SAG SCALES

Duality Seen Disastrous

STATING that regardless of jurisdictional differences existing between Television Authority and Screen Actors Guild it would be "disastrous" for two different sets of rates and working conditions to apply in film television, TVA at a membership meeting July 30 in Hollywood, comparing proposals of both groups, agreed to accept some SAG working condition proposals provided that SAG in turn agree to accept certain TVA wage scales.

Membership further approved recommendations by TVA Wages and Working Conditions Committee that committees be appointed from the two groups to coordinate their different demands with the objective of setting up a uniform set of wages and working conditions for film television. This, TVA feels, could be regarded as the ultimate goal for a collective bargaining agreement by both groups.

Proposals Accepted

Among SAG proposals TVA agreed to accept were those on continuous employment (provides for payment to actors of continuous pay from start of role to completion) and overtime provisions on pro-rate basis. On other hand TVA, feeling SAG $55 a day and $175 a week minimum for actors to be inadequate, asked guild to accept their scales of $6 per hour plus program fee as fairer rate.

SAG spokesman stated last week that the TVA proposals would be taken up at a board of directors meeting today (Monday) or at following Monday's meeting.

WAAM(TV) to DuMont

WAAM (TV) Baltimore, ABC-TV network affiliate, has also become the primary Baltimore outlet for the DuMont TV Network.

WJAX-TV CASE

FCC Denies Bid for More Time

REVERSING an earlier recommended grant by a hearing examiner, the FCC majority last week voted to deny the City of Jacksonville, Fla., additional time within which to complete construction of WJAX-TV, slated to be companion facility to the city's WJAX-AM-FM there.

Comrs. Paul A. Walker and George E. Sterling in a dissenting opinion voted to approve the extension since it was the first such request by the city and "we believe that the difficulties encountered by the city in the financing of the proposed station warrant the requested extension."

WJAX-TV was assigned Channel 2 (54-60 mc) in August 1948 with completion date of April 1949 specified. The extension request was filed in March 1949. Hearing Examiner Jack P. Blume recommended granting the extension in latter January [TELECASTING, Feb. 6].

The city told FCC its failure to order necessary transmitting and studio equipment, construct the transmitter building and prepare the TV studios was attributed to financial difficulties. The majority found, however, that "these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant." FCC further ruled the city could not be considered different that any other private applicant.

No Distinction Seen

"We do not think that any distinction can be drawn between a situation where an applicant's financial position actually deteriorates after the grant so that it is unable to build the station," the majority said, "and one where, as here, the lack of money is variously attributable to misinterpretation of the applicable law, to hesitancy to expend funds because of apparent overcaution, and to a failure seasonably to provide available funds." FCC noted that although the city has had necessary authority to borrow funds for TV it has never done so.

ZIV PACKAGES

8 Buy TV Programs

ZIV TELEVISION PROGRAMS Inc., New York, has announced further sales of its package programs. They are:

Yesterday's Newsreel to WSB-TV Atlanta, Ga., and to Security Storage and Van Co. on WTAR-TV Norfolk, Va.; *Sports Album* and cartoons to WSB-TV; *Easy Aces* to Sawyer Buick on WTMJ-TV Milwaukee, Wis.; *Feature Films* to WSB-TV, WFIL-TV Philadelphia, WFBM-TV Indianapolis and KDYL-TV Salt Lake City; *Western Films* to WSPD-TV Toledo and WBTV (TV) Charlotte, N. C.

Condon Report

(Continued from page 51)

should be considered as one."

The report, he said, makes clear that "adaptability" and "compatibility" are two different things.

Dr. Jolliffe denied CBS' claim that the report deals "primarily with theoretical ultimate performance characteristics. . . ." He said "the CBS system, perhaps more than any other, is the beneficiary of the committee's painstaking examination of *present* performance," and that when the committee studied potentials "it did so on a basis which leaned over backwards to favor CBS."

To CBS' assertion that portions of the report implied "that a system has an advantage because it has more difficulties to overcome," Dr. Jolliffe replied that the report itself suggests "the real analogy" —that of "principal importance" are "those fundamental capabilities *and limitations* which relate to the choice of scanning method." He concluded:

CBS has made its choice. In doing so it drew a fatal handicap. Its scanning method has placed on the CBS system a limitation on ultimate performance which accounts for the CBS endeavor to deflect attention from that factor.

Dr. Jolliffe sent copies of his letter to those who received the one from CBS—Dr. Condon, FCC members, and Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee.

INTERCITY LINKS

FCC Extends Two Grants

PRIVATE intercity TV relay links were granted by FCC last week on usual temporary basis to WSM-TV Nashville and WTTV (TV) Bloomington, Ind. Crosley Broadcasting Corp.'s TV relay between WLWC (TV) Columbus and WLWD (TV) Dayton was renewed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and hence made the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relays may interconnect with those of American Telephone & Telegraph Co. [TELECASTING, Dec. 26, 1949].

Total of six relays were granted to WSM-TV for its $158,000-link to AT&T facilities at WHAS-TV Louisville [TELECASTING, May 22]. The grant was for eight months. Crosley told FCC that common carrier service was particularly inadequate to meet its needs westward from Columbus to Dayton. FCC noted that since AT&T plans to complete a fourth channel between these two cities by April or May 1951 it set June 30, 1951, as deadline for operation of the private Crosley link.

Simple Arithmetic!
in the great MIAMI market area
13 AM STATIONS DIVIDE 121,000 RADIO HOMES
but THE ONE EXCLUSIVE TV STATION HAS
30,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

FREE and PETERS · Natl Representatives

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 59,385 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD

AM-FM-TV

Channel 4 is your best buy

The TIMES HERALD Station

National Representatives THE BRANHAM COMPANY

telestatus

ARB to Expand Service

(Report 123)

FURTHER details on a new national television service to supply network ratings and audience composition for the entire country [TELECASTING, March 27] were revealed last week by James W. Seiler, director, American Research Bureau, Washington. The firm also released its July TV program ratings for Chicago [TELECASTING, July 31].

According to Mr. Seiler, the new ARB service, which starts in October, is designed to answer two questions basic to all television networks and network advertisers: How many people are watching each network show? What kind of people are they?

To secure the answers, ARB will place its regular viewer diaries monthly in 2,200 TV homes. Mr. Seiler has developed a probability sample representing all counties in the United States within 150 miles of a television signal. He points out that counties will first be sampled by population according to the 1950 Census and then sampled within the selected points for density of TV set ownership. The sample will be changed each month.

The ARB diaries will "record all viewing done by all members of the family and any visitors," Mr. Seiler said, "and indicate the composition of the viewing audience to all programs. The general plan is to treat the entire United States, both urban and rural, as if it were a single big city and to produce audience measurements which apply to the entire country. Results will be issued approximately 10 days after the measured week and will be given in terms of total number of U. S. homes and men, women and children reached by each network program. In addition, a competitive rating will be given each program, based only on the area in which the program can be received."

The network report will be entirely separate from the present ARB city reports now issued. Mr. Seiler said plans now are under way to increase the list of cities measured also.

ARB television ratings for Chicago were reported as follows:

1. Godfrey and Friends	40.1
2. Toast of the Town	36.7
3. All-Star Baseball Game	34.1
4. Original Amateur Hour	31.3
5. Premiere Playhouse	30.4
6. Four Star Theatre	30.3
7. Motion Picture Academy	28.4
8. Lone Ranger (Sat.)	28.2
9. Kraft TV Theatre	26.5
10. Stop the Music	25.4
10. Courtesy Theatre	25.4

* * *

Starch Reports On Cigarette Commercials

PALL MALL video commercials are shown as the most effective TV advertising in the cigarette field by an analysis of cigarette video promotion over a nine-month period made by Daniel Starch & Staff. Tabulation of cigarette purchases shows the following increases in buying by viewers over the non-viewers for each brand:

Pall Mall	28%
Lucky Strike	26%
Camel	12%
Philip Morris	11%
Chesterfield	10%
Old Gold	2%

Trend Downward

Noting that Pall Mall's recent trend has been downward and if continued would drop to second or third place in effectiveness, the *Starch TV Report* states: "Confirmation here of need of forceful rather than bland approach. Degree of forcefulness almost measured by standing of commercial in this table. Swing of trend of Pall Mall indicates that the harder the 'sell' the more often the format of presentation needs to be modified to hold down swing toward strong dislike. Even in this case downward trend coincident with large increase in dislike didn't occur until six months or more. Interesting to note that the two commercials, Chesterfield and Old Gold, with very high 'like' scores and relatively low 'dislike' were at bottom of list."

Leaders in viewing for each category, Starch reports, are:

Automotive	Mercury	72%
Cigarettes & Tobacco	Chesterfield	89%

(Continued on page 58)

Weekly Television Summary— August 7, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	12,298
Atlanta	WAGA-TV, WSB-TV	49,263
Baltimore	WAAM, WBAL-TV, WMAR-TV	178,240
Binghamton	WNBF-TV	18,000
Birmingham	WAFM-TV, WBRC-TV	17,500
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	405,068
Buffalo	WBEN-TV	101,678
Charlotte	WBTV	19,210
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	536,895
Cincinnati	WCPO-TV, WKRC-TV, WLWT	136,000
Cleveland	WEWS, WNBK, WXEL	244,788
Columbus	WBNS-TV, WLWC, WTVN	74,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	59,385
Davenport	WOC-TV	14,130
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	71,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	265,000
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	59,385
Grand Rapids	WLAV-TV	36,102
Greensboro	WFMY-TV	15,458
Houston	KPRC-TV	30,753
Huntington-Charleston	WSAZ-TV	15,979
Indianapolis	WFBM-TV	62,500
Jacksonville	WMBR-TV	11,600
Johnstown	WJAC-TV	24,200
Kalamazoo-Battle Creek	WKZO-TV	34,048
Kansas City	WDAF-TV	37,600
Lancaster*	WGAL-TV	51,159
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	596,673
Louisville	WAVE-TV, WHAS-TV	35,769
Memphis	WMCT	40,630
Miami	WTVJ	31,400
Milwaukee	WTMJ-TV	119,044
Minn.-St. Paul	KSTP-TV, WTCN-TV	100,300
Nashville	.....	250
New Haven	WNHC-TV	81,800
New Orleans	WDSU-TV	28,734
New York	WABD, WCBS-TV, WJZ-TV, WNBT	1,435,000
	WOR-TV, WPIX	Inc. in N. Y. estimate
Newark	WATV	21,635
Norfolk	WTAR-TV	32,603
Oklahoma City	WKY-TV	26,197
Omaha	KMTV, WOW-TV	520,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	14,800
Phoenix	KPHO-TV	108,000
Pittsburgh	WDTV	945
Portland, Ore.	.....	65,270
Providence	WJAR-TV	37,697
Richmond	WTVR	44,062
Rochester	WHAM-TV	14,130
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	21,000
San Antonio	KEYL-TV, WOAI-TV	22,217
San Diego	KFMB-TV	47,600
San Francisco	KGO-TV, KPIX, KRON-TV	65,650
Schenectady	WRGB	87,000
Albany-Troy		31,400
Seattle	KING-TV	140,500
St. Louis	KSD-TV	49,384
Syracuse	WHEN, WSYR-TV	51,000
Toledo	WSPD-TV	31,235
Tulsa	KOTV	19,800
Utica-Rome	WKTV	150,325
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	37,851
Wilmington	WDEL-TV	

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,693,395

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

XUM

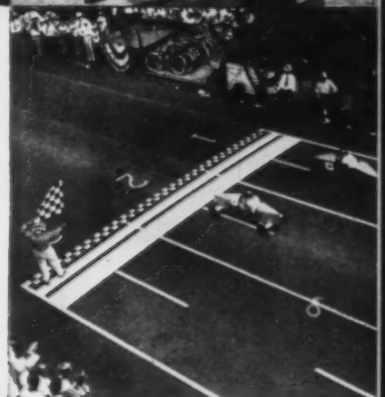
WMAR presents

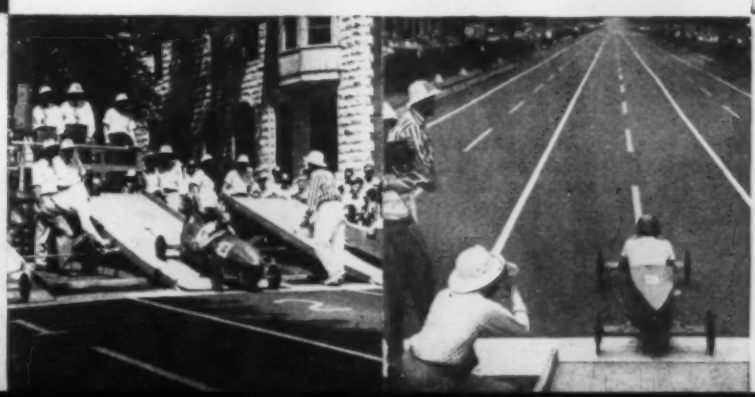
The Soap Box Derby starring Baltimore's young in heart

News . . . Color . . . Local Coverage . . . Everyday Drama are a few of the reasons why in Maryland most people watch

WMAR-TV

CHANNEL 2





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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

XUM

Telestatus

(Continued from page 56)

Drugs & Toilet Goods	Gillette	60%
Food	Lipton	81%
Household Equip. & Supplies	Congoleum	62%

* * *

Videodex Releases Three City Report

TOP 10 TV shows rated by Videodex, published by the Jay & Graham Organization, Chicago, for the week of July 5-11, have been released for Chicago, New York and Cleveland. For Chicago: *Arthur Godfrey and Friends, Toast of the Town, Premiere Playhouse, Philco Playhouse, Kraft TV Theatre, The Big Story, Original Amateur Hour, Angel's Four Star Theatre, Stop the Music, Courtesy TV Theatre.* New York: *Toast of the Town, Godfrey and Friends, Philco Playhouse, Kraft TV Theatre, Winner Take All, Prize Performance, Your Hit Parade, The Web, Original Amateur Hour, Break the Bank.* Cleveland: Baseball (Wed.), Wrestling (Mon. from New York), *Cavalcade of Stars, Baseball* (Sat.), *Godfrey and Friends, Philco TV Playhouse, Toast of the Town, Stop the Music, Feature Film* (Sun.), Wrestling (Sat. from Chicago).

RED CROSS recently has released TV and movie short concerning blood transfusions, titled "The Winning Pitch."

"WSYR-TV has come in good"

Chateaugay ● 160 miles ★ WSYR-TV

160 MILES AWAY!

News item from page 1 of the Chateaugay *Record* of May 26, 1950: "Television reception in Chateaugay that most thought would not be an accomplished fact for many years became a reality this week. Ray Lucia . . . now is enjoying televised programs nightly at his Lake Street home . . . WSYR-TV has come in good. Ray reports that when he was down in Syracuse last week the experts down there just couldn't believe television would carry this far."

Chateaugay is 160 air miles from Syracuse. Yes, WSYR-TV really covers the great Central New York Market — and points north, south, east and west.

WSYR SYRACUSE TV channel 5

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

SPORTS ON TV

Open Hours Fewer—Wolff

SPORTS promoters should start worrying about the danger of not being able to get their events on television, rather than fretting about the box office effect of sports telecasting, according to Bob Wolff, Washington sportscaster.

Writing in his "Dugout Chatter" newspaper column which appears as an advertisement paid for by George's Radio & Television Co., Washington, one of his sponsors, Mr. Wolff said TV stations no longer have to worry about filling their open hours. He added that "networks are programming top-notch music, comedy, variety and mystery shows out of New York, Chicago and Hollywood, backed by sponsors who contract for time on the entire web of stations. Consequently local time is more difficult to find; the bidding for local rights is seriously curtailed."

Mr. Wolff advises local sports promoters to "consider not only how much they'll get if they put their events on TV, but how to get their events on TV at all." He pointed out how Uline Arena, in Washington, cut out basketball telecasting last season because they felt it hurt attendance. The box office sagged, however, and this year the arena is thinking about going back to TV again but faces the problem of how to get there.

With networks lining up star-studded shows, sports promoters may gradually be forced out of the TV picture altogether "unless they make up their minds to meet this challenge and to do something about it," according to Mr. Wolff.

"Many erstwhile sports fans may be enticed to stay home and watch Berle, Hope, Allen, Godfrey and many other top-flight entertainers while our local sports attractions suffer," he wrote. "Critics of TV have said that sports on TV is a threat to the box office. But it's now becoming more apparent that sports off of TV may some day be the greatest threat of all."

GOLDBLATT BROS.

Installs Telecasting Unit

GOLDBLATT BROS. is the first Chicago department store to install TV equipment for permanent remote telecasts from the store. The State St. firm, in the city's Loop, will begin a video version of its former AM show, *Let's Have Fun*, on WBKB (TV) Chicago Aug. 21. The hour-long program will feature emcee Hank Grant, who starred on the radio show broadcast on WGN Chicago.

Goldblatt plans to air the show from its store before an audience from 11 a.m. to 12 noon Monday through Friday. It reportedly will buy time from the station, reselling it cooperatively in quarter hour slots to four advertisers, each of whom manufactures merchandise sold in the store.

WILDROOT participation in NBC-TV's two-and-a-half-hour *Saturday Night Revue* is arranged by (l to r) Ed Hitz, Eastern sales director for NBC-TV; J. Ward Maurer, vice president and advertising director for Wildroot; Gertrude Scanlon, BBDO account executive, Frank Chizzini, NBC account executive.

UHF REQUESTS

One Granted, One Modified

APPLICATION of Alex Pekarsky for an experimental UHF TV station at Harrisburg, Pa., to rebroadcast programs from WMAR-TV Baltimore was denied by FCC last week on grounds the outlet would not constitute a legitimate experimental project.

The Commission observed that Mr. Pekarsky stated, "Our main purpose for this program is to get a station in Harrisburg as soon as the station freeze is lifted." FCC considered this not in accord with its rules regarding experimental stations.

Mr. Pekarsky, a radio-TV engineer and proprietor of a local appliance store, had also told the Commission he planned to test reception in that area and to develop transmitting and receiving equipment. Three different sites were proposed, FCC said, and Mr. Pekarsky claimed he had most of the material on hand to build the station which would operate in the 560-580 mc band with power of 24 w, using a 70 ft. antenna.

Meanwhile, the Commission granted Associated Broadcasters Inc., licensee of WEST-AM-FM Easton, Pa., authority to modify its UHF TV experimental station at Bethlehem, Pa., and to use a co-channel booster station at Easton. The Bethlehem outlet is assigned 511-519 mc with output power not to exceed 500 w visual and 250 w aural (ERP 4 kw and 2 kw) with the Easton booster output limited to 50 w visual, 25 w aural. FCC said that since no public participation is involved, local sound announcements are permitted only at the main transmitter to include the booster.

KTTV SDGA PACT

Covers 'Live' Directors

KTTV(TV) Los Angeles and Screen Directors Guild of America have signed a contract covering directors of live television programs in what is the first SDGA basic TV agreement made in the Los Angeles area. Pact was signed by Harrison Dunham, KTTV general manager.

Contract, retroactive to May 11, when negotiations started, will be effective for six months, with a clause providing for re-negotiation at the end of that time. It guarantees a 100% guild shop, screen credits for directors, authority for director to oversee casting, lighting and backgrounds, sight and sound effects, in addition to camera setups, composition and integration of all contributing crafts. Screen credit provisions follow the basic pattern set up under SDGA motion picture agreements.

Individual Negotiation

It was mutually agreed that minimum salaries for directors will be left to individual negotiation until present KTTV reorganization is complete. Current salaries remain in effect except for already scheduled raises.

Terms of the agreement carry no provision for direction of filmed programs. Such productions SDGA says must be done under its Article X Addenda to Independent Producer-Screen Directors' Basic Agreement of 1950, relating to TV films.

Negotiations for similar contracts are currently pending at other local television stations, according to Albert S. Rogell, first vice president, SDGA.

Tri-Color Tube

(Continued from page 49)

that afforded by the 6 mc channel."

The increased brightness was attributed to the development of an improved red phosphor which permits removal of the red filter from in front of the tube, and to improve tube techniques. Elimination of dot structure and moire pattern, the report said, resulted from the use of improved circuits in the receivers "which make better use of by-passed 'mixed-highs.'"

"Additional research work on the tri-color tube is directed toward a further increase in resolution capabilities, increased brightness, and the construction of shorter tubes," RCA reported.

It said "results of research work on guns, screens and masks for tri-color tubes indicate that before long there can be a further increase in brightness of at least 2 to 1 (i.e., of the order of 40-50 ft-lamberts)." Production of tri-color tubes "of approximately the same length as ordinary black-and-white kinescopes" appears feasible, RCA said.

RCA repeated that it is prepared to take orders for studio equipment for experimental use with the RCA system. Four complete camera chains were reported currently under construction for RCA use. Additionally, 10 flying spot scanning equipments are under construction—two for the laboratories of other manufacturers and eight for RCA divisions and companies.

Camera Improvements

Camera improvements were reported to be in progress, with at least one new camera slated to be tested in Washington in September. Improved equipment for 2.4 mc sampling is being installed in Washington—where RCA-NBC's WNBW (TV) carries seven hours of color programs and 25 hours of color test patterns per week—"for further field test and refinement of color transmission over existing coaxial cable circuits." This equipment, RCA said, "will provide, on both color and monochrome receivers, pictures with resolution substantially equivalent to the standard monochrome picture" as networked over the 2.7 mc cable.

The report also discussed activities at NBC's experimental UHF station at Bridgeport, Conn., and discussed RCA's approach to the problem of oscillator radiation, which RCA feels "should be dealt with as a matter of receiver design." In the RCA receivers announced last month, the report said, "substantial reduction" in oscillator radiation is achieved.

The progress report was one in a series which RCA distributes to FCC and the industry in connection with its color television, UHF, and related activities.

NINE-DAY national TV, electrical and food exposition will be held Oct. 13 to Oct. 22 in Pan-Pacific Auditorium, L. A.

PENN FOOTBALL

WPTZ(TV) Gets Home Rights

CONTRACT calling for telecast rights of all U. of Pennsylvania home football games for the next three years has been signed by WPTZ (TV) Philadelphia and the university, according to Ernest B. Loveman, vice president and general manager. WPTZ has been telecasting Penn's football since 1940.

Mr. Loveman also revealed that the agreement makes telecasts of the games available to Philadelphia stations WCAU-TV and WFIL-TV for the "first time in the history of the series." He said the agreement gives WPTZ "exclusive rights of first refusal for the origination of all network telecasts for the next three years." Seven home games in all during the 1950 season will be telecast. Mr. Loveman hailed the university decision to continue telecasts of its games as "forward looking."

TV Enters Education

(Continued from page 49)

expedite the project includes Dean Keniston as chairman; Earl V. Moore, dean of the school of music; Dr. Howard Y. McClusky, professor of educational psychology and consultant in community adult education; Prof. Edward L. Eriksen, chairman, department of engineering mechanics, and Dr. Karl Litzenberg, English professor.

Waldo Abbot, director of the university's broadcasting service and WUOM (FM) Ann Arbor, recalled that only 28 years ago members of the faculty were invited to WWJ, the *Detroit News* radio outlet and parent station of the television facility, to entertain and instruct Detroit crystal-set owners.

Staking a Claim

WWJ was quick to note that its unprecedented approach to television participation in higher education may be in the form of staking a "claim." The station also pointed to landmarks which it claimed to be "firsts" in the broadcasting field:

Broadcast sponsored by a newspaper, Aug. 20, 1920; election returns broadcast, Aug. 31, 1920; music provided for Highland Park High School, Feb. 3, 1921; complete symphony concert aired, Feb. 10, 1922; use of facilities to aid police and inspiration for Detroit's police department to inaugurate its own station, March 15, 1922; radio extension courses given in cooperation with the U. of Michigan, March 31, 1922.

Supplied news to newspapers in the state when a sleet storm disrupted the Associated Press telephone and telegraph lines, April 1, 1922; World Series game broadcast by WWJ to listeners in Grand Circus Park, Oct. 4, 1922; WWJ fostered WENA (FM), first FM station in Michigan, May 1, 1941, and establishment of the first TV station in Michigan on March 4, 1947.

WTMJ-TV Milwaukee expands video facilities by adding one-story and basement to Radio City structure.

you need these FOUR... no more!

THE BLUE ZEPHYR BELL LAMP
Ideal for over-all illumination. Light-weight, sturdy construction. 750 to 2000 watt, range in P. S. 52, 1000-hr. globe. Folding leg stand, and diffuser. Blue wrinkle finish.

THE BLUE ZEPHYR BABY
A full size 750 watt Baby Spot that is interchangeable from the auxiliary stand to the Blue Comet Boom (as shown above). Contains all the features and accessories of the Blue Zephyr Junior, shown below. Blue wrinkle finish.

THE BLUE ZEPHYR JUNIOR
The finest in modern lighting equipment. Lamp head features include interlocking ventilation channels, direct-action focusing with graduated scale. Attached rotating barn doors and full-size diffuser frame. Stand has folding legs with rubber-tired ball-bearing casters. Adjustable from 51 inches to 113 inches. Blue wrinkle finish.

THE BLUE COMET BOOM
Stand extends to 8 feet-10 inches; has air brake for ease in lowering. Boom arm adjustable from 5 feet-4 inches to 8 feet-1 inch. Positive locking fittings. Boom and stand fold flat for compact handling. Flexible, quiet. Blue wrinkle finish.

WRITE TODAY FOR OUR NEW CATALOGUE ON LIGHTWEIGHT LIGHTING

THE EMBLEM OF ACHIEVEMENT
A BLUE MONOGRAM PRODUCT

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HOLLYWOOD 38, CALIFORNIA

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Currently Serving the Nation's Leading TV Stations Offers the Following
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26 MAJOR COMPANY FEATURE PROGRAMS
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13 MUSICAL VARIETIES
12½ min each • featuring
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13 SOUND CARTOONS

250 AESOP FABLE SILENT CARTOONS

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12½ min each

For further information and complete list, write to
C•P•T INCORPORATED
COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

ABC PILOT FILM
Sample Picture Planned

ABC has arranged with Walter Wanger for a "pilot," or sample, motion picture to be made expressly for television, it was announced last week.

To be filmed in Hollywood, the 30-minute picture will be titled *Aladdin and His Lamp*. Shooting will start within the next 30 days, with the location and cast to be announced later.

Negotiations also are under way for another picture, the details of which will be announced soon. The "pilot" film will be considered with the idea of a series of such productions.

'DRAGON RETREAT'
Ollie Visits Vermont 'Home'

VISITORS to Vermont this summer may have difficulty with small fry who insist on going to "Dragon Retreat." For this mythical village is well known to viewers of NBC-TV's *Kukla, Fran & Ollie*. During June there were many discussions on the program of the cast's coming vacation trip to Dragon Retreat, Vt.—home of Oliver J. Dragon, Esq.

Actual summer "retreat" for

Gov. Arthur points out an historical marker to Mr. Tillstrom, Kukla and Ollie.

* * *

Burr Tillstrom, creator of Kukla and Ollie, and members of his cast was Nantucket, Mass. On their way, they passed through Schenectady and at the invitation of WGY WRGB (TV), spent two days there.

The stations asked Gov. Arthur of Vermont if he'd meet Mr. Tillstrom and cast, as well as WGY WRGB officials, at the New York-Vermont border. This the governor agreed to do. At the appointed time, the visitors arrived at the Vermont state line where Gov. Arthur, State Sen. James P. Gigney and other state notables, complete with state police honor guard, welcomed Ollie to the "old homestead."

Dads Root Beer Drive

DADS ROOT BEER Co., Chicago, will expand its present list of TV markets this fall, choosing areas selectively for one-minute spots. Agency is Malcolm-Howard, Chicago.

film report

SNADER TELESCRIPTIONS Corp., Hollywood, has signed King Cole Trio and Alvino Rey with King Sisters for five three-minute TV musical shorts each. Film producer has completed first of group of 10 telescriptions featuring other noted musical artists. . . . **Woodruff Assoc.**, New York, package firm, announces addition of complete film department and plans to open branch in western Pennsylvania, with film production unit there.

Paramount Television Productions Inc., New York, has acquired TV distribution rights to Erskine Johnson-Coy Watson series, *Hollywood Reel*. Series of 26 15-minute films is offered to advertisers and stations, with Paramount TV Network affiliates getting first option. . . . Video transcriptions of *Dixie Showboat* being telecast live on KTLA (TV) Los Angeles, to be syndicated nationally.

Science Pictures Inc., New York, makers of TV motion pictures, has rented offices at 5 E. 57th St. . . . **Cinetel Corp.**, New York, TV film distributor, announces availability of new 12½ to 14-minute show featuring Hy Gardner. Film is compilation of Pathe Pictorial feature shorts.

Adrian Weiss Productions, 4336 Sunset Blvd., Hollywood, has just completed first of 52 half-hour series, *Trigger Tales*. Initial film is titled "Gun Blazers" and stars James Warren. Louis Weiss & Co. is exclusive distributor, also distributor of new *Craig Kennedy, Criminologist* TV film series.

Atlas Film Corp., Oak Park and Chicago, currently producing series of four one-minute spots for **Greyhound**, through **Beaumont & Hohman**, Chicago; eight one-minute announcements for appliances made by **Sunbeam Corp.**, agency, **Perrin-Paus**, Chicago.

SECURITY COUNCIL
3 TV Networks Cover Meet

HISTORIC United Nations Security Council meetings last week were telecast by three of the four TV networks. NBC and CBS alternated cameras and crews in a pooled pickup operation, which was carried also by ABC. DuMont did not carry the meetings.

Commentary for NBC was provided by Ben Grauer, and for CBS by Larry Le Sueur. ABC carried the telecasts without commentary.

'Miss TV' on DuMont

RADIO FEATURES, Chicago package firm, has completed negotiations with the DuMont Television Network to telecast finals of the syndicated show, *Miss U. S. Television of 1950*. The production, featuring contest winners from each of more than a dozen cities where the show is being telecast locally this summer, will be handled by Radio Features' personnel. It will originate from the Chicago Fair TV Center, operated by WGN-TV Chicago, along the city's lakefront from 9 to 10 p.m. (CDT) Sept. 3. [TELECASTING, July 31].

Buy 'Super Circus'

PETERS SHOE Co., St. Louis, and M & M Ltd., Newark, for Weather Bird shoes and M & M candy coated chocolate, respectively, will resume sponsorship of the final half hour of *Super Circus*, Sunday, 4-5 p.m. CDT, on ABC-TV from Aug. 6 and 13. Peters Shoe uses 38 stations, M & M, 29, alternately sponsoring the 4:30-5 p.m. segment. Agencies: Henri, Hurst & McDonald, Chicago, and William Esty, New Lork. Canada Dry Ginger Ale, New York, through J. M. Mathes, same city, will sponsor the first half hour (4-4:30) Sunday starting Sept. 3.

More advertisers spend More money to sell More merchandise to More people on
WLW-TELEVISION
than on any other three TV stations in the WLW-Television market – 2nd largest in the midwest.
WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS
Crosley Broadcasting Corporation

PRICE CONTROL

Air Rate Would Be Exempt

A PROPOSAL that rates for air time charged by radio and television stations be exempt from any price control legislation passed by Congress—a provision similar to that contained in World War II OPA laws—was adopted by the House last Thursday in debate on the President's Defense Production Bill.

The exemptions apply also to public utilities and common carriers, professional services, insurance, newspapers, press services, magazines, theatres and book publishers.

The amendment, tacked on the production bill (HR 9176) during House debate, was sponsored by Rep. Frank Buchanan (D-Pa.). Similar proposals had been offered in substitute bills by Rep. Charles Deane (D-N. C.) and Rep. John Kunkel (R-Pa.). They had been omitted in the original production measure introduced by Rep. Brent Spence (D-Ky.), which did not deal with standby controls over prices and wages.

The House had voted to grant the President wage-price controls and rationing powers if the cost-of-living index should indicate a 5% rise over June 15 figures.

Reps. Deane and Kunkel introduced their bills (HR 9280 9283) almost simultaneously last Monday. They were referred to the House Banking & Currency Committee, but brought up on the floor later in the week.

Text of the amendment, which was still pending final approval of the production bill:

". . . nothing in this title shall be construed to authorize the regulation of (1) compensation paid by an employer to any of his employes, except as provided in section 506, or (2) rates charged by any common carrier or other public utility, or (3) rates charged by any person engaged in the business of selling or underwriting insurance, or (4) rates charged by any person engaged in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting station, a motion picture or other theatre enterprise, or outdoor-advertising facilities, or (5) rates charged for any professional services.

(d) The term "maximum price," as applied to prices of commodities, means the maximum lawful price for such commodities. Maximum prices may be formulated in terms of prices, margins, commissions, fees, and other charges and allowances.

N.Y. DAY AUDIENCE

Up 13.4% Over '49 Period

DAYTIME RADIO AUDIENCE in New York was 13.4% bigger in the first half of 1950 than in the first half of 1949, according to figures prepared by WOR New York.

Robert Hoffman, WOR research director, said radio families had increased by 3.1%. Average quarter-hour sets in use in the morning were 21.3 in the first half of this year, as compared with 19.3 last year, and in the afternoon 25 for this year, contrasted with 22.6 in the first half of 1949. Combination of the increase in total radio families and in sets in use produces the total audience gain of 13.4%, Mr. Hoffman said.

Mr. Hoffman also pointed out that although the nighttime New York audience was smaller in the first half of 1950 than in the first half of 1949, the decrease was only negligible.

Sets in use from 6 p.m. to midnight in the first half of last year were 30. The figure was 28.9 in the first six months of 1950, but because of the rise in total number of sets, the net loss in audience was but 0.7%.

"There is a general tendency to overlook this growth in radio families and to think of listening in terms of ratings alone," Mr. Hoffman said.

KELY OFFICIALS

Announced by New Station

KEY EXECUTIVES at KELY Ely, Nev., which began operation last month on 1230 kc with 250 w, have been announced by the new station, licensed to White Pine Broadcasting Co. Officials include David I. Hansen, former chief engineer at KSVC Richfield, Utah, and Dale V. Bradley, co-owners and managers; Don Stewart, formerly with Utah stations, program director and commercial manager and Hal V. Bradley, new to radio field.

Station was inaugurated July 11 with brief dedicatory program including messages by Sen. Pat McCarran (D-Nev.), Gov. Vail Pittman of Nevada and local civic officials. KELY operates from 6:30 a.m. to 11 p.m. with studios in the Hotel Nevada in downtown Ely. Transmitter is located on a ranch east of the city. Station uses Capitol program service, INS news facilities, and is Collins equipped.

FREE EUROPE

Adds Two More 'Targets'

RADIO FREE EUROPE, broadcasting since July 14 to Czechoslovakia and Romania, last week announced the addition of Poland and Hungary to its "targets."

Carrying the voices of leaders exiled by Communism, forbidden folk music, satires and commentaries planned to keep alive the spirit of freedom among subject peoples, Radio Free Europe is operated by the National Committee for a Free Europe Inc., a group of private American citizens.

Polish exiles, Stanislaw Mikolajczyk, former prime minister, and Stefan Korbonski, former political Coordination Council member, will expose the so-called "Stockholm Peace Pledge" in speeches beamed directly to their country.

Broadcasts to Hungary will carry the words of Monsignor Bela Varga, former president of the Hungarian National Parliament.

The Gray TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

THE Gray TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

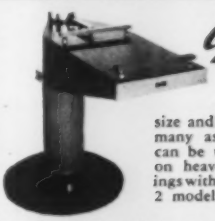
The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification...are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

Gray TV CAMERA TURRETS



Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY · Originators of the Gray Telephone Pay Station and the Gray Audograph

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks June 30 231
Number of commercial programs starting on networks during July 4
Number of commercial programs dropped from networks during July 24
Number of commercial programs on four nationwide networks July 31 211

JULY ADDITIONS

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
American Oil Co.	Edward R. Murrow With the News	CBS	Mon.-Fri. 7:45-8 p.m.	Joseph Katz
General Mills	Dimension X	NBC	Fri., 9-9:30 p.m.	Knox-Reeves Co.
General Mills	Tales of Texas Rangers	NBC	Sat., 9:30-10 p.m.	Knox-Reeves Co.
Pabst Sales Co.	Blue Ribbon Sport of Kings	NBC	Sat., 5:30-6 p.m.	Warwick & Legler

JULY DELETIONS

Speidel Corp.	Stop the Music	ABC	Sun., 8:30-8:45 p.m.	SSC & B
Brown & Williamson	A Life in Your Hands	NBC	Sat., 9:30-10 a.m.	Russell Seeds
Coca-Cola	Songs by Morton Downey	NBC	Tues., Thurs., Sat., 11:15-11:30 p.m.	D'Arcy Advertising
Minn. Valley Canning Co.	Fred Waring Show	NBC	Sat., 10-10:30 a.m.	Leo Burnett
Pabst Sales Co.	Life of Riley	NBC	Fri., 10-10:30 p.m.	Warwick & Legler
Sterling Drug	Sing It Again	CBS	Sat., 10:45-11 p.m.	Dancer-Fitzgerald-Sample
Liggett & Myers	Godfrey's Digest	CBS	Sat., 9:30-10 p.m.	Cunningham & Walsh
Campbell Soup Co.	Club 15 (hiatus)	CBS	Mon.-Fri., 7:30-7:45 p.m.	Ward Wheelock Co.
Electric Auto-Lite	Suspense (hiatus)	CBS	Thurs., 9-9:30 p.m.	Cecil & Presbrey

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Electric Cos. Adv. Program	Meet Corliss Archer	CBS	Sun., 9-9:30 p.m.	N. W. Ayer
General Foods Corp.	My Favorite Husband (hiatus)	CBS	Sun.,6-6:30 p.m.	Young & Rubicam
General Foods Corp.	The Goldbergs (hiatus)	CBS	Sat., 8:30-9 p.m.	Young & Rubicam
General Foods Corp.	Gangbusters (hiatus)	CBS	Sat., 9-9:30 p.m.	Young & Rubicam
Thomas J. Lipton Inc.	Arthur Godfrey's Talent Scouts (hiatus)	CBS	Mon., 8:30-9 p.m.	Young & Rubicam
Lever Brothers	Lux Radio Theatre (hiatus)	CBS	Mon., 9-10 p.m.	J. Walter Thompson
Lever Brothers	My Friend Irma (hiatus)	CBS	Mon., 10-10:30 p. m.	Foote, Cone & Belding
Longines-Wittnauer Watch Co.	Choraliers	CBS	Sun., 2-2:30 p.m.	Victor A. Bennett Co.
Longines-Wittnauer Watch Co.	Symphonette (hiatus)	CBS	Sun., 2-2:30 p.m.	Victor A. Bennett Co.
Procter & Gamble	Beulah (hiatus)	CBS	Mon.-Fri., 7-7:15 p.m.	Dancer-Fitzgerald-Sample
Procter & Gamble	Lowell Thomas (hiatus)	CBS	Mon.-Fri., 6:45-7 p.m.	Compton Advertising
Procter & Gamble	Jack Smith Show (hiatus)	CBS	Mon.-Fri., 7:15-7:30 p.m.	Dancer-Fitzgerald-Sample
Procter & Gamble	FBI in Peace and War (hiatus)	CBS	Thurs., 8-8:30 p.m.	Biow Co.
Procter & Gamble	Red Skelton Show (hiatus)	CBS	Sun., 8:30-9 p.m.	Benton & Bowles
R. J. Reynolds Tobacco Co.	Bob Hawk Show	CBS	Mon., 10:30-11 p.m.	William Esty & Co.

JULY ONE-TIMERS

Gillette Safety Razor Co.	All Star Baseball Game	MBS	July 11: 2:15 p.m. to concl.	Maxon Inc.

EXPERIMENT RULES

Commission Revises Part 5

COMPLETE revision of Part 5 of FCC's rules governing experimental radio services was announced by the Commission last week. Present Classes 1, 2 and 3 experimental authorizations would be replaced by two new classifications, research and developmental.

The research experimental service would provide for scientific or technical radio research not relating to an existing or proposed service, or for communications in connection with research projects, the projects themselves not necessarily related to the radio art. Ionospheric and other propagation studies would fall in this category, FCC explained.

In the developmental experimental service FCC would provide for the development of equipment, engineering or operational data or techniques directly related to an existing or proposed service. Demonstration of equipment to prospective customers or for scientific conventions also would be allowed, FCC said.

FCC specified Sept. 15 as deadline for filing of briefs and comments on the proposal.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

RADOX RETURNS

Sindlinger Sets October

THE SINDLINGER "Radox" radio-TV rating service will be back in operation "by the first of October," Albert E. Sindlinger, president of Sindlinger & Co., Philadelphia media analysts, told BROADCASTING last week [CLOSED CIRCUIT, July 31].

Mr. Sindlinger scored the maneuver of the Assn. of National Advertisers for an AM rate reduction in TV markets as the spur for the revival of his Radox audience measurement device [BROADCASTING, July 31]. The media analyst said negotiations are underway for renewal subscriptions for his service by the radio-TV networks and Philadelphia broadcasters.

Installations Expanded

Expansion of Radox installations in the Philadelphia area once again will set up that city and environs as a test market where AM can be measured automatically against TV operations. Mr. Sindlinger said studies would be continued on leisure time consumed by radio, television, motion pictures and other forms of diversion.

Mr. Sindlinger returned to the radio audience analysis field last May with an announcement that qualitative studies would be made on sample data collected by Radox —a system whereby instantaneous radio-TV audience measurements are taken [BROADCASTING, May 22]. The company had operated Radox for 22 months before suspending its operation temporarily in late April [BROADCASTING, May 1].

Although "presssure" had been placed on the Sindlinger firm by "sources" attempting to obtain "exclusive ownership," Mr. Sindlinger said the audience measuring system would remain "in my control." Ratings, both radio and TV, will be made "available to everybody," he added.

SHEPPARD

Renews Blast Against Major Networks

IN A NEW BLAST at the major networks, Rep. Harry R. Sheppard (D-Calif.) last Thursday called upon FCC for its interpretation of the law on the rebroadcasting of programs as a prelude to legislation aimed at what he labeled a "deplorable situation."

Rep. Sheppard is the author of a pending bill (HR-7310) which itself would permit stations to rebroadcast network programs with permission of the sponsor and other programs with permission of the originating station, and additionally would require licensing of networks [BROADCASTING, Feb. 20].

Rep. Sheppard wrote FCC Chairman Wayne Coy that "any interpretation [of the law on rebroadcasting] which would allow networks to restrain the right of sponsors . . . to negotiate direct with the radio stations for the rebroadcast of their radio program . . . certainly requires correction by your Commission or the Congress of this country."

He said he had found that network-owned stations have been "restraining trade" between network sponsors and affiliated and independent stations.

"This restraint," he said, "is practiced under the guise of Sec. 325 (a) of the Communications Act of 1934 in which the networks prohibit radio stations from rebroadcasting commercial programs of sponsors who use the networks to distribute their programs in cases where the sponsors are desirous of having their programs rebroadcast . . ."

He asked Chairman Coy:

Does your Commission interpret the Act to mean that the sponsor cannot negotiate for the rebroadcast of his program with any station without such station first obtaining permission of the originating station of his program (which station is invariably owned by the networks and refuses to give such permission), or does this section apply solely to noncommercial programs where the cost for the production of the program is paid by the network or the originating station?

It appears the Congress intended that this section should apply in cases where one station may rebroadcast the sustaining programs of another station but I can see no reason why the intent of this law should be interpreted by the networks for the sole purpose of preventing sponsors from negotiating for the rebroadcast of their programs and restraining trade in commerce and preventing millions of listeners from hearing the commercial programs broadcast by the various radio sponsors of this country, and specifically in view of the fact that under the law, licenses are granted by your Commission on the premise of public interest, convenience and necessity.

Apparently anticipating no action on his bill at this session of Congress, Rep. Sheppard recently called for a Justice Dept. and Federal Trade Commission investigation of alleged violations of the Communications Act and the anti-monopoly laws by the four major networks [BROADCASTING, July 24].

To Sponsor Browns

EAST Ohio Gas Co. has contracted to sponsor broadcasts of the Cleveland Browns schedule of 18 football games, both at home and away, on a seven-station network, according to Ed Stevens, publicity director of WERE Cleveland, which will serve as originating outlet. In addition to WERE, the network includes WFJM Youngstown, WAKR Akron, WHBC Canton, WWST Wooster, WJER Dover and WHHH Warren.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION
363 E. 75th St. CHICAGO 19 ILLINOIS

NAB Board Agenda

(Continued from page 19)

the eastern part of the country. They will base their presentations on a new series of slide films.

Once again NAB President Justin Miller will cover the district meetings. He issued the July 28 summons for a special board meeting. As he meets with members in each district he will describe results of this week's special board meeting and give an overall review of the association's activities. General Manager Ryan is expected to remain at NAB headquarters during most of the meetings.

At the weekend it appeared that Charles A. Batson, NAB's TV director, would hold television clinics at perhaps 14 or 15 district meetings. Two years ago he toured the circuit with comprehensive study of TV construction and operation costs.

Richard P. Doherty, employe-employer relations director, will disclose results of an exhaustive study of station operating costs, based on actual figures submitted by stations. He made a similar study last year. The figures are broken down by major areas and permit comparison of individual station costs with those of similar outlets.

Membership Problem

The board's two-day Washington meeting may go into the association's membership problem. Some district directors are understood to be inviting non-members to attend their meetings in order to familiarize them with NAB work. The recent field campaign was interrupted just as the late B. Walter Huffington had gone out on the road to contact member stations and sign up new members [BROADCASTING, July 17]. No successor to the field directorship, a post created last spring, has yet been named.

All but two of the NAB board members were expected to attend the meeting. John H. DeWitt Jr., WSM Nashville, elected to the board in June, is on his honeymoon. James B. Shouse; WLW Cincinnati, wrote that he had a prior commitment to represent the Avco board at a distributors meeting in Chicago.

RIVERS CASE

Radio Council Files New Complaint

THE SAVANNAH (Ga.) Radio Council's fight against the grant to E. D. Rivers Jr. for a new station at Savannah was back before the FCC last week, less than a week after the Commission dismissed the first complaint but announced plans to probe Mr. Rivers' qualifications when he seeks a license for the station (WJIV).

The fight was renewed via a petition filed by the Council July 28 asking FCC to reconsider its dismissal of the Council's complaint, to set aside Mr. Rivers' grant and designate it for hearing, and in the meantime to stay the effectiveness of the authorized date for commencement of construction.

Mr. Rivers came back Thursday with a reply asking FCC to deny the Council's petition "forthwith" and "in toto."

FCC dismissed the Council's original complaint on grounds that the Council, which is composed of existing Savannah stations, has no legal standing in the case.

Alternate Request Denied

FCC also refused the Council's alternative request that the Commission set aside Mr. Rivers' grant on its own motion. The time limit for such action has expired, FCC noted, since the grant (900 kc, 1 kw, day) was issued last March 6.

The Council charged that Mr. Rivers has not operated his WEAS Decatur in the manner he told FCC he would, and that there is a "serious question" as to his qualifications to operate a station in Savannah. Mr. Rivers claimed WEAS kept FCC informed of its program policies, has gone beyond [its] promises" with respect to service to Negro listeners, has emphasized "race, rural [programs] and religion," and that Mr. Rivers has made clear he intends to "build the same type of public service in Savannah."

FCC said its study of the Council's charges and Mr. Rivers' reply left it "unable to conclude that the facts as they are presently known to us warrant revocation proceedings." However, the Commission said in a letter to Mr. Rivers:

In your reply to the [Council's] petition . . . you stated that WEAS regularly carries educational and discussion programs and you set forth the time when such programs are carried.

Examination of material submitted by the Savannah Radio Council indicates that the programs broadcast at the specified times are not discussion or educational programs as defined by the Commission. . . . Accordingly, it appears that the various analyses of your proposed programming submitted with your application [for Savannah] may not have been prepared in strict accordance with the Commission's instructions and may therefore not present a correct picture of your proposed programming.

In view of the above, it is requested that you submit with your application for license to cover construction permit, or prior to the filing thereof, a program schedule of a proposed typical week together with the analyses thereof. . . . In view of the fact that you have stated that the programming of your proposed Savannah station will be similar to the present programming of WEAS, it is also requested that you submit at the same time the program logs for the following days: Jan. 17, March 1, April 6, May 12, July 22, Sept. 10, and Oct. 9, 1949..

The Savannah Radio Council is composed of the following Savannah stations: WCCP WDAR-AM-FM WFRP WSAV-AM-FM and WTOC-AM-FM.

In its petition for reconsideration, filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks, the Council contradicted FCC's ruling that it lacks legal standing.

The Council also questioned the logic and legality of FCC's decision in that it "authorizes Mr. Rivers to proceed wth construction of a new standard broadcast station at Savannah, Ga., but raises a question as to whether a license should be issued for this facility."

Mr. Rivers' reply, filed by Washington Attorney Philip M. Baker, characterized the Council's petition as marking "the fourth time that [the Council] has, without legal justification, attempted to obstruct and delay the construction" of WJIV. It has "also attempted to smear the reputation of Mr. Rivers' station at Decatur [WEAS] but has been unsuccessful," the brief asserted.

AFRA MEETING

Opens Aug. 10 in Chicago

THE 11th annual convention of the American Federation of Radio Artists will be held in Chicago Aug. 10-13, at the Hotel Sheraton. Delegates from 32 locals will attend.

Foremost for consideration, it is understood, is renewal of the four major network contracts, all of which expire Oct. 31. Particular attention will be given to the wages of network staff announcers in New York, Chicago, Los Angeles and San Francisco, a union official predicted. Network fees for announcers, he said, have become a minor item with the growing use of package programs; and network wages have not kept pace with those of independent stations in these cities, he said.

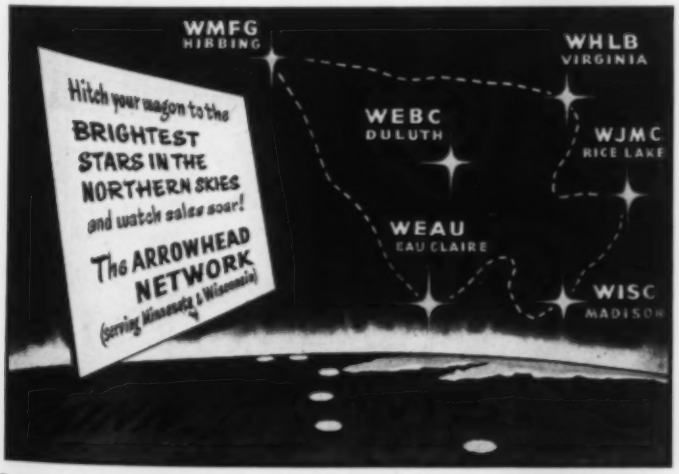
Other questions of prominence will include the TVA-SAG jurisdictional controversy, the extension of AFRA jurisdiction to the recording field and four proposed amendments to the AFRA national constitution.

AFRA PROPOSALS

Approaches Recording Firms

CONTRACT proposals by the American Federation of Radio Artists to the recording companies some weeks ago presage a campaign to extend AFRA's jurisdiction to the recording artist field, it was learned last week.

A meeting in New York between union officials and representatives of the major recording companies is reported as having been one of exploration only. A reply by the recording companies, probably in the form of counter-proposals, is expected before the AFRA national convention in Chicago, Aug. 10-13.



Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc., Mpls.

Arthur Meyerhoff
Arthur Meyerhoff and Co.
Chicago, Illinois

Dear Art:

Here's a hot tip! Jest seen some figgers on th' boss's desk that shore make WCHS a good bet fer fellers like you! Th' Fedral 'Serve Bank uv Richmond sent a report on th' fifth district average daily sales index fer May, 1950, an' d'ya know what, Art? West Virginny was WAY ahead in th' number uv points gained over May uv las' year! Th' average gain fer th' six states in th' district wuz jest three points, but West Virginny had picked up 27 points — nine times th' average gain and definitely th' best showin' in th' district! Now thet should let you boys know thet yer missin' sumpthin' effen yer not steppin' up yer radio advertisin' in West Virginny, and remember—WCHS is th' number one West Virginny station!

Yrs.
Algy

WCHS
Charleston, W. Va.

McFarland Bill

(Continued from page 19)

tion supported by Sen. McFarland. Comr. Robert F. Jones, who has dissented from the majority of his fellow commissioners on certain provisions of the bill, may also be invited to testify.

Spokesmen said the hearings, temporarily at least, will be attended by as many of the full committee as possible. Rep. Dwight L. Rogers (D- Fla.) is expected to be acting chairman because of the illnesses of Reps. George Sadowski (D-Mich.), an avid opponent to S-1973, and A. L. Bulwinkle (D-N. C.).

By mustering a formidable segment of the House Commerce committee it was hoped that the legislators, who on the whole have only given parttime study to the issues involved, will be given the opportunity to become familiar with the varied proposals.

Observers on Capitol Hill pointed out that while Rep. Rogers, noted for his open-mindedness on legislation, has voiced a desire to whip a bill into shape at the earliest possible date, he has given but little time in the past to a study of radio measures.

For this reason, in addition to the prospect of a number of other proposals cropping up alongside consideration of the McFarland Bill, it is believed the hearings may consume an unusual length of time. Such a development would seem to work against quick House passage of radio legislation during the remainder of this Congressional session.

The factor seen in forcing hearings on radio legislation at this time was the pressure asserted by the Senate a fortnight ago, when the upper chamber passed the McFarland measure as an amendment to another bill and designated it for joint House-Senate conference.

The House elected not to appoint conferees but instead announced hearings by the Commerce committee on S-1973. Chairman Robert Crosser (D-Ohio) said the action was taken after talks with the FCC were held.

Passed by Senate

The modified bill, as passed by the Senate but which will not be considered by the House, had only minor changes from the original S-1973. They included the striking of the salary provision for the FCC Commissioners, readjusting the salary limits for certain key personnel, permitting the Commissioners to receive payment from publications for technical or professional assistance and certain changes in job-jumping bans.

Issuance of the committee print of FCC's proposed substitute for the McFarland Bill was the first official release of the document, which was described in detail in BROADCASTING March 6 shortly after it was submitted by the Commission.

It represents the views of five of the seven Commissioners. Comr. Robert F. Jones dissented sharply on the question of the FCC staff's proper role in Commission affairs, while Comr. Rosel H. Hyde, who was attending NARBA conferences in Havana when the model bill was drafted, did not take part in its consideration.

In their recommended bill the FCC majority proposed a number of substantial departures from the terms of the McFarland Bill, though they previously had been characterized as being generally in favor of most of the McFarland measure.

Consultation Issue

One of the chief points of difference involved the question of Commissioners consulting with staff members about contested proceedings. The majority felt the McFarland Bill would cut the Commission off "from any substantial assistance by members of the staff," and accordingly provided in its own draft that the Commission shall be allowed access to staff "expertise" in any case at least until it goes to hearing.

Comr. Jones contended in dissent that "the basic change made by the McFarland Bill would be to require the Commissioners to act like judges," and that he could see no reason why they shouldn't so act in quais-judicial proceedings. He contended that "behind-the-door consultation with the staff" is not a necessary part of "substantial assistance" from the staff.

Other highlights of FCC's model bill:

Division of the Commission into panels would be authorized as in present law though the Commission said it did not now plan to use such authority; reorganization of the staff into functional units (along lines provided in McFarland Bill and now being carried out by FCC) would be required but the time limit would be 12 months instead of the McFarland Bill's 60 days; the McFarland Bill's deadline for FCC action on applications would be eliminated; the McFarland Bill's proposal to drop "double jeopardy" provisions of existing law's anti-trust sections would be omitted; the McFarland Bill's provision of a "legal assistant" for each Commissioner would be changed to specify a "professional assistant"; the McFarland Bill's proposal for a radio fraud statute would be enacted.

upcoming

NAB District Meetings

Aug. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Aug. 21-22: Dist. 15, San Carlos Hotel, Monterey, Calif.

Aug. 24-25: Dist. 16, Roosevelt Hotel, Hollywood.

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.

Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.

Aug. 18: Arkansas Associated Press Broadcasters, Hot Springs, Ark.

Aug. 18: Arkansas Broadcasters Assn. annual mid-summer meeting, Jack Tar Court Hotel, Hot Springs.

Aug. 28-30: Canadian Assn. of Broadcasters directors meeting, Jasper Park Lodge, Jasper, Alta.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 8-9: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 9: West Virginia AP Radio Assn., White Sulphur Springs.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

RANKIN BILL

Aimed at Red Sponsorship

LEGISLATION which would require Communist or Communist-front organizations to identify themselves as sponsors of radio or television broadcasts, in advance of such programs, was thrown into the House hopper last Monday.

The bill (HR 9271) was offered by Rep. John E. Rankin (D-Miss.) and referred to the House Committee on Un-American Activities, which has held lengthy hearings on similar legislation along lines of the controversial Mundt-Nixon-Ferguson - Johnston measure (S 2311). Despite pressure for action, the Senate has not yet taken it up [BROADCASTING, July 10, June 26].

Rep. Rankin's proposal, which he sponsored as a "Subversive Activities Control" bill, seeks to "protect the American home front against subversive activities, constituting a part of the world Communist movement, which threatens the existence of free, representative self-government in the United States."

Describing "Communist organizations" as Communist political or Communist-front groups, the Rankin bill would set up a Subversive Activities Control Board comprising three members to be named by the President. The board would cooperate with the Attorney General's office in cases where any organization has failed to register within 60 days.

It would be unlawful for such groups, even though registered, to "broadcast or cause to be broadcast any matter over any radio or television station . . . unless such matter is preceded by the following statement: 'The following program is sponsored by ————, a Communist organization."

Similar sections are contained in the Mundt proposal, which has drawn support of numerous groups, including the American Legion and U. S. Chamber of Commerce, in demands for immediate passage.

Within the past fortnight, Sen. Herbert R. O'Conor (D-Md.), a member of the Senate Judiciary Committee, called for passage of the bill.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000 WATTS

CALL

Headley-Reed Co.,

National Representatives

Respects

(Continued from page 44)

cepting the scholarship offered because of family reverses. His father had died when he was five and Mr. Fulton on graduating took a course at Richards Business College, to more quickly fit him for a job.

During his business course he accepted odd jobs to help pay his tuition. Anticipating that these jobs would be office work, he was suprised to find that the best and most consistent of his assignments was lugging plants from the greenhouses to a florist shop.

In August of 1927 he accepted employment with Salsbury & Hill Insurance Agency, Savannah, where he began as a stenographer and rose to office manager. His tenure with the insurance company lasted seven years.

His interest in radio began while working with the Little Theatre group, presenting a series of weekly plays over WTOC Savannah. The station offered Mr. Fulton occasional work as substitute announcer and newscaster. A regional broadcasters' convention in 1935 brought him an audition with WJTL Atlanta, and the the audition resulted in a fulltime job. He stayed with WJTL for three months and then went to WGST Atlanta as an announcer. In 1936 he became program director for the station, associate manager in 1943 and was named general manager in 1945.

Does Sportscasting

In spite of his managerial duties John Fulton has maintained his interest in sports announcing. Last year he broadcast the Louisiana State U. games over a Louisiana network for the Ethyl Corp. He broadcast the Georgia Tech games for 10 years, and for 15 years of consecutive broadcasting of the Scottish Rites Crippled Children's football game, he received the *Atlanta Constitution* trophy, for outstanding service.

News events of major interest broadcast by Mr. Fulton, were, the first direct quote of Eddie Rickenbacker after his famous Atlanta crash; the first eyewitness report of the disastrous Winecoff Hotel fire in Atlanta, and aiding CBS coverage of the death of Franklin Delano Roosevelt.

John Fulton feels that the radio industry has been very good to him and that it offers great opportunity for advancement and gain. He is impatient with the people who make their living from radio and are still its harshest critics. The industry sells itself short, he says, by too many round table discussions on "What's Wrong with Radio?" rather than by building up its good points.

Radio should sell itself on circulation rather than audience rating, Mr. Fulton says, and BMB or some similar circulation rating should be the yardstick. He is a firm believer in public service programs in which the station participates in production, rather than organizations producing their own programs without supervision.

Mr. Fulton's hobbies, when he can find time to indulge them, are swimming and golfing. He is past president of the Georgia Assn. of Broadcasters; a member of Sigma Delta Chi and vice president of the professional chapter at Emory U.; president of his civic club, the Buckhead Lions Club; a member of the board of the Variety Club of Atlanta; Knight Commander of the Court of Honor of the Scottish Rite; and a member of the Radio Executives Club of New York.

On October 29, 1938, John Fulton married the former Elizabeth Bodne. They have one son, John Jr., 7.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

LISTENING UP

Pulse Survey Shows

RADIO LISTENING has shown a marked increase since the outbreak of the Korean situation. This conclusion was borne out last week by an analysis of Pulse Inc. ratings by WOR New York and observations of Arthur C. Nielsen, president of A. C. Nielsen Co.

The WOR report showed that listening to newscasts of the four network radio stations in New York increased 16% following outbreak of the Korean war.

A Nielsen report on national radio listening for early July highlights a sharp reversal in the previous trend.

"Radio usage for the entire day now is higher than last year, in contrast with losses earlier this year between 5 and 10%," Mr. Nielsen said. "Nighttime listening currently is on a par with the year-ago level, whereas during the earlier months this year it had been off 10 to 15%.

"Morning and afternoon radio listening, which had been slightly below the 1949 performance, now is up about 5%. As expected, the outstanding increases occurred for news programs."

Pulse ratings for 15-minute newscasts on WOR WCBS WNBC and WJZ, all New York, averaged 3.2 in June, before the Korean war, and 3.7 in July, after war began.

The WOR analysis pointed out that although the Korean situation was the principal factor in increased news audiences, it was not the only one. Listening to WOR news shows throughout the first six months of this year has been greater than the same period of 1949, the station said.

WOR's five-a-week newscasts had 8.5% more audience in the January-June period of 1950 than in the first half of 1949, a figure reached by taking into account an average rating increase of 5.3% plus a 3.1% growth in the number of radio families.

LANGER BILL

Senate Group Defeats Again

AN ATTEMPT to bring to life the Langer Bill to ban alcholic beverage advertising in interstate commerce was defeated last Tuesday by the Senate Interstate & Foreign Commerce Committee. The vote was close—7 to 6—with the "drys" coming out on the losing end.

This was the second, and most likely the last, committee vote this year on the Langer measure (S1847) which would prohibit beer, ale and wine as well as liquor advertising across state lines. First committee tally was taken last April when the Senate group blocked approval of the measure in an executive committee meeting. The vote then was 6-3. [BROADCASTING, April 17].

Sen. Owen Brewster (R-Me.), a member of the committee, said he offered the motion in committee to reconsider the bill last week because the record was not "clear" as to the full committee's desire on the proposed legislation. Last week's vote sounded the end, at least for this session of Congress, for attempts to revive the ban.

It was understood that pressure from the "dry" block in Congress had forced the issue to the fore once again. While decisive enough as a vote, the April tally by the committee did not include the positions of four committee members. And the Brewster motion nearly succeeded in reversing the committee's stand.

The Langer proposal had set the "drys" and the "wets" along battle lines with the advertising industry—including radio and television representatives—offering ammunition against the bill. Hearings were held last January before the Senate committee, headed by Sen. Ed C. Johnson (D-Col.).

NAB formally stated its opposition to the proposal following the hearings' conclusion. NAB pointed out it did not condone liquor advertising that conflicted with the public interest but added its own code of practices, as well as the codes of the stations, the networks, and the government were adequate as policing measures. The bill, according to the NAB, would in effect "usurp" the function of the states to protect their citizens from alcholic beverages if they so desire.

FCC had made it plain that while S 1847 would not amend the Communications Act, "adherence" by station licensees to the bill's provisions would enter into determination of their qualifications as licensees should the Langer bill be enacted.

AFRA Contracts

LOS ANGELES members of the American Federation of Radio Artists have approved and amended recommended changes in union national contracts with networks and advertising agencies in an attempt to coordinate demands for presentation at the national AFRA convention starting Aug. 10 in Chicago. Membership further voted strong support to demands of network staff announcers in Los Angeles.

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 14,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Electronics Role

(Continued from page 24)

provides that any patent filed may be used upon the payment of a "reasonable royalty."

"There is no need for the government to take over a patent, but technical processes that support that patent may not be furnished to the Patent Office, officials said. "It may be necessary to secure those in a case where, of course, the equipment, supplies, or component parts that are needed cannot be prepared, made or processed without that process."

Commerce Secretary Charles Sawyer told the committee that the copper industry, on which radio and TV manufacturers depend for a good supply, has "greatly increased its refining and fabricating capacity since the 1939-'41 period and we now have idle capacity which could be put into operation." About 500,000 tons of metal out of 1,500,000 available this year will be imported, he added.

Question arose during hearings as to the broadness of the term "facilities" over which the President would exercise power of requisition. Secretary Sawyer said that would include "railroads, bus lines, automobiles and things that are useful in producing materials." He pointed out the military now can take over plants under the Selective Service Act.

Secretary Sawyer was asked whether the House bill contained authority for dispersing industry in the event of all-out warfare, and said he felt government would not direct plans to disperse contrary to their own best interests and against their will.

He told the committee that the Commerce Dept. had worked out a program between the Dept. of Defense and General Services Administration for making available to small business concerns procurement requests from the military services.

A Munitions Board supply official told the Senate Select Committee on Small Business it is cataloging some 2,500,000 spare parts items with specification covering "the whole vast field of radar and electronics, communications equipment."

Meanwhile, President Truman has asked Congress for a fresh outlay of $600 million for the General Services Administration to be used for stockpiling of strategic and critical materials. Sum includes $6 million for reactivation of aluminum facilities. This request supplements $500 million for the program sought by the President in the 1951 budget.

Record Picture Good

While the government's procurement program certainly will have some impact on manufacturers' civilian supply of radio and television sets, phonograph record firms may rest at ease at present with little or no cutbacks based on current supplies of shellac and synthetic materials.

It was recalled that during World War II record manufacturers were hit by shortages in shellac, but Commerce Dept. authorities felt that the supply is adequate at present. It was conceded, however, that shortages could result in the use of chemicals in plastic applications. Output of vinylite records presumably would be curtailed, as would records using vinyl resin, though together they comprise only a minority percentage of total production.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas

BASEBALL ATTENDANCE

WBUD Official Refutes Frick's Blame Of Radio

NUMEROUS factors may account for the poor attendance at minor league baseball parks throughout the country but radio is not one of them, according to Harold (Bus) Saidt, sports director for WBUD Trenton, N. J.

Mr. Saidt made this observation in a statement answering Ford Frick, president of the National League who had blamed radio as the culprit—not television. The Frick statement had appeared in an AP feature by Gayle Talbot.

"Mr. Frick says that just because hundreds of radio stations throughout the country are broadcasting major league baseball games for the first time, local, minor league ball is suffering at the box office," Mr. Saidt declared.

"Nowhere has it ever been proved that the broadcasting of baseball by radio hurt box office gates. To the contrary, most major and minor league magnates will go to any lengths to get their games on the air. And the same can be said for broadcasting major league baseball in minor league areas."

Pointing out that attendance is down at the major league parks, too, and that all kinds of sporting events and entertainment media have suffered, Mr. Saidt said he preferred to believe that this loss in gate receipts is due primarily to "a leveling off of the economic curve."

"The truth," he said, "is that Mr. Frick's claims are entirely false. Radio broadcasting built new friends for the game and gave it its greatest boost. It long has been evident that radio broadcasting develops an appetite to see baseball live while television satisfies the appetite.

"We are surprised to hear Mr. Frick say that listeners are getting too much baseball because 'hundreds of stations, big and little, have hopped on the band wagon this season since they got the green light from Washington.' Not being averse to good public relations himself, surely he must realize that the more the game is broadcast, written about and discussed, the more certainly it will continue to be America's No. 1 pasttime."

RED RADIO BAR

Miss Dick Urges Action

ACTION to permit broadcast stations to bar Communist Party use of their facilities was advocated by Edith Dick, station manager of WWRL Woodside, N. Y., in a letter to Ralph W. Hardy, NAB director of government affairs.

Noting that Section 315 of the Communications Act requires stations to give equal opportunities to qualified political candidates, Miss Dick said: "To permit Communist propagandists to hide behind this guarantee and use radio to spread their message is to leave the door open to possible eventual destruction of this very freedom of which they take advantage."

KSFE INJUNCTION

Reed Forbidden Employment

PRELIMINARY injunction forbidding employment of Floyd Kenyon Reed by KSFE Needles, Calif., has been issued in U. S. District Court for Southern California, pending trial of a government suit charging that Oscar Dale Shelley transferred control of the station to Mr. Reed without FCC consent.

Issuance of the injunction was announced by FCC July 27 in a public notice—an unusual procedure which was interpreted as an industry-wide warning in the face of what Commission authorities fear is a growing number of "unauthorized" transfers.

Meanwhile it was reported that an interlocutory injunction had been issued against KPAB Laredo, Tex., in another case involving charges of unauthorized transfer [BROADCASTING, July 17].

KSFE, authorized in 1947 and assigned 1340 kc with 250 w, meanwhile faces an FCC license-renewal hearing which is scheduled for Aug. 14.

Judge Leon R. Yankwich of the Southern California court specifically prohibited Mr. Shelley from "having any further KSFE arrangements with Mr. Reed," according to FCC, but provided that Mr. Shelley may employ someone else to manage the station under his own control—but only on a straight salary basis which does not provide for profit-sharing.

The government's suit against Messrs. Shelley and Reed, filed at FCC's request, claims Mr. Shelley attempted to sell KSFE even before the station was licensed.

In an alleged contract in June 1948, the government claims, Mr. Shelley agreed to sell the station to Mr. Reed for $30,000. This was later replaced by a partnership agreement between the two, followed by dissolution of the partnership and, subsequently, an application to FCC containing a contract in which Mr. Shelley and his wife agreed to sell to Mr. Reed for $15,000, according to the complaint. The suit charges that Mr. Reed assumed control of the station last Jan. 6.

The injunction in the KPAB case was the second FCC had sought there, the first having been denied when the U. S. District Court for Southern Texas held that the licensee had not intentionally violated FCC rules and that Mark Perkins, sole owner, had resumed control [BROADCASTING, Feb. 27].

In its second bid, FCC asked for an injunction to keep the station off the air pending disposition of a revocation proceeding, charging Mr. Perkins had relinquished control again, that "such control was assumed or discharged" by Allen K. Tish, and that KPAB "has ceased operation without FCC consent."

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

Test Survey

(Continued from page 15)

mittee has been apointed. "I am satisfied that the job is in far more capable hands than ours," he said.

Mr. Breyer observed that AAAA and ANA members have shown intense interest in the controversy. He noted that the committee has top-level agency, advertiser, representative and broadcaster representation, in addition to the heads of the two research firms around whom the discussion centers.

Text of Dr. Roslow's letter to Mr. Breyer, dated Aug. 3, follows:

Apparently you have proceeded in this Pulse-Hooper San Francisco setup with complete disregard to my letter of July 14 and 10. I objected to the committee as originally set forth in your advertisement, and insisted that the committee would have to be acceptable to Pulse, and, of course, Hooper would have to find the committee acceptable also.

I have been given no opportunity to express any approval in this situation. You seem to confront me with a "fait accompli." How was this committee chosen? Did they volunteer? I believe that the proper procedure is for you to meet with Hooper and myself in New York and to review the possible suggestions for a committee, and then invite those acceptable to us to serve.

Please understand that I do not have any personal feeling about the four men mentioned in your letter. The issue involves procedure and the terms of my acceptance. First, your originally proposed committee was to include a Pulse subscriber and a Hooper subscriber. I don't see any Pulse subscriber in this list.

Secondly, by research people I mean those who are doing radio research day by day as their job, rather than those who use the end product of radio research.

Sindlinger Request

Sindlinger & Co., Philadelphia research company using the Radox electronic technique, has asked to enter the audience rating test proposed by KJBS.

In a letter to Mr. Breyer, Albert E. Sindlinger, president of Sindlinger & Co., suggested it is time "every research system is checked for the good of the many heavy investments involved in the truth." Mr. Sindlinger proposed that the test be moved from San Francisco to Philadelphia, where he plans to resume operation of surveys using the Radox method (see page 62).

"Since Hooper, Pulse and Nielsen all operate here," he said, "we suggest that the locale of the test be moved from San Francisco to Philadelphia. Since Nielsen has already offered you his cooperation and has testified in our suit that he has 21 Audimeter homes in Philadelphia, we think we are in order in asking him to permit us to connect Radox to the radio and television sets in his 21 Audimeter homes.

"Likewise we will permit Nielsen to connect any number of Audimeters to sets within Radox homes. At the end of each day we will report in a sealed envelope the radio and television activity of these 21 homes (11 should be TV homes as Philadelphia now has 52% TV ownership) to a selected committee.

"The committee can then hold the Radox data for the four to eight weeks necessary for Nielsen to decode and tabulate his tapes. In order that the check of the accuracy of the two systems can be made, we suggest that it be continued for at least six months to determine the working tolerance of each system. We think this test is imperative because the ANA report in our opinion is based on incomplete and inadequate data."

Mr. Breyer continued to receive calls and letters from all facets of the industry. E. L. Deckinger, research director of Biow Co., New York, described the test idea as "splendid." "I don't know but that both services might be of great use . . . because of different kinds of information that can be turned up from both," he wrote.

H. D. Cayford, of Beaumont & Hohman Adv., San Francisco, said: "whichever method of audience determination is proved to be the most accurate, you will have performed a service to everyone in the field of advertising. Radio on the whole is to be congratulated for seeing fit to take this problem upon its own shoulders."

Mary Ellen Ryan, Raymond R. Morgan Co., Hollywood, said: ". . . may we echo with a most fervent amen."

Two research firms offered to serve as impartial conductors of the actual clinical work involved in the project.

Kenneth Fink, director of Princeton Research Service, Princeton, N. J., volunteered his firm's services as "umpire behind the plate." He added that the firm is "not interested in entering the radio research business in the foreseeable future."

Mervin D. Field, head of Mervin D. Field & Assoc., San Francisco, said his firm obviously would do an impartial job despite its San Francisco locale. He explained the firm does a general research business but has on occasion provided special broadcast service for clients.

SELLS VACATION

Ford Dealer Buys WDNC Show

WHEN Frances Jarman, editor of *Women's News Letter* on WDNC Durham, N. C., was making plans for her vacation, she decided there was more to a vacation than just going some place.

Backing up her decision, Miss Jarman sold a quarter hour, each day of her vacation, to The Alexander Motor Co., Durham Ford dealer, and she is presenting on-the-spot report of places she visits.

Traveling in a new Ford tudor through six Southern states, Miss Jarman's reports are taped and each program is mailed to WDNC for presentation on the following day's broadcast. Commercials are built around experiences with Ford driving comfort.

KICA COMMAND

Landis Succeeds McAlister

DeWITT LANDIS, principal owner of KICA Clovis, N. M., last Tuesday became active manager of the station, succeeding R. B. McAlister, who assumed managership of KGGM Albuquerque, N. M., on that date. Mr. McAlister had been manager and minority owner of KICA since June 1, 1943. Prior to that he was associated with Mr. Landis at KFYO Lubbock, Tex.

Mr. Landis

Mr. Landis returns to active management of KICA after a year's lapse. He resigned as manager of KFYO in 1949 after over 13 years as head of the station. A radio veteran of 21 years, he is associated with O. L. (Ted) Taylor at KRGV Weslaco, Tex., and KANS Wichita, Kan.

Arkansas Meet

ANNUAL mid-summer meeting of the Arkansas Broadcasters Assn. will be held Aug. 18 at Hot Springs. Reservations should be made at the Jack Tar Court Hotel, according to Ted Rand, ABA secretary-treasurer.

Mr. Time Buyer:
Before you run off on your vacation, check your Fall schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

MBS WNOE MBS

NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.

50,000 Watts Daytime –
5,000 Watts Nighttime

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

Reaching More People At Lower Cost

The 1946 Broadcast Measurement Bureau Study gave KVOO a total of 347,450 daytime and 378,520 nighttime families.

●

The 1949 BMB Station Audience Report showed increased KVOO coverage as follows: daytime BMB families, 411,380; nighttime, 455,920.

●

With no increase in rates since 1946 these increased KVOO BMB families mean increased coverage at lower cost per family.

●

An added factor of great importance is that 64% of KVOO BMB families report 6 and 7 day per week listing to Oklahoma's greatest Station!

●

This important bonus comes to advertisers as a direct result of KVOO's 25 years of dominance in Oklahoma's number one market.

●

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

NBC AFFILIATE

50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

programs promotion premiums

BASEBALL BOOK ● ● ●

WDNC-FM Durham, N. C., offers free baseball booklet to listeners to afternoon Major League baseball games broadcast by Liberty Network. Booklet, sent free of charge to those writing for it, contains 80 pages and has space for scoring 65 games, plus variety of information of interest to baseball fans. Booklet was prepared by Zenith Radio Corp.

CASE HISTORIES ● ● ●

WSTC Stamford, Conn. *Let's Live.* Actual case histories of accident victims in various stages of recuperation are recorded by station. History of traffic, swimming and other fatalities traced step-by-step by police officers, lifeguards and emergency ward doctors. Tips on how listeners can avoid similar mishaps given.

COSMETIC SALES ● ● ●

KYW Philadelphia's latest promotion is single sheet with text illustrated by pictures. Story is told of pleased cosmetics manufacturer whose investment in KYW with sample offer paid off. Data is included on Philadelphia market.

NEWS PROMINENCE ● ●

KALL Salt Lake City sends trade folder featuring picture of crowd in front of Salt Lake *Tribune* building watching for latest bulletins on Korean crisis. Reprint of story in paper urging readers to listen to KALL newscasts included. Inside of folder runs more paper clippings with pictures and radio biographies of leading KALL news commentators. Coverage map and news availabilities set forth on back.

FOUR-PART SERIES ● ● ●

WMON Montgomery, W. Va., inaugurates four-part series aiming to correlate problems arising from current hostilities with regional audience. Called *Korea and You*, series includes round-table discussions by local authorities on hoarding and shortages, recruiting and draft, outlook for industry and civilian defense measures. Series is public service, running 15 minutes weekly.

GOLF TOURNEY ● ● ●

KSTP-A M-T V Minneapolis and State Professional Golf Assn. offer free instruction to children under 14 years of age. All youths attending at least four of eight offered sessions eligible to enter play-off. Cut-down clubs and practice balls furnished. Tournament divided into age groups with prizes awarded. Promotion in charge of Jack Horner, sports director.

KECA-TV DATA ● ● ●

KECA-TV Hollywood distributing to trade new *KECA-TV Information Manual.* Booklet contains information on station's facilities, specifications for service announcements, time signals, weather reports, title cards, slide Teleparencies (rear screen projection), film, coverage map of outlet, newest rate card and other pertinent information.

EMPHASIS ● ● ●

WNAX Yankton-Sioux City, *Inquiring Farm Reporter.* During programs of Farm Safety Week, Reporter George B. German was enroute to farm to make transcribed interview on subject "Dangers of Falls in the Farmyard." Forced by rain into another farm, Mr. German slipped and broke his ankle. Interview was cut in doctor's office with members of farmer's family participating.

WEEKLY REMOTES ● ● ●

WTMJ-TV Milwaukee, *TV Visits*, Sun., 4:30-5:30 p.m. Highlighting places of interest in and around Milwaukee, station will telecast aviation demonstrations, air shows, regattas, interviews with persons arriving and departing at airfield, conversations between control tower and planes at Billy Mitchell Field. Series directed by George Marr, special events director.

MIKE TALKS ● ● ●

KNBC San Francisco sends trade promotion piece featuring picture of KNBC microphone on cover. Beaming out from it are words, "Bigger—Busier—More Economical." Similar microphone inside leads to BMB statistics supporting contentions on cover.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HORN-BLOWING by an operatic star, James Melton, begins each of a special series of safe-driving station breaks over WNBC New York. The horns are from Mr. Melton's collection of antique automobiles. Theme of the spots is that driving conditions have changed since the cars using such horns were in vogue, and modern drivers in fast automobiles should drive carefully. Mr. Melton soon will start *The Melton Museum Music Hall*, 15-minute series woven around his collection, on WNBC.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

EYEWITNESS ● ● ●

WARD Johnstown, Pa., aired interview with Bob Nimmo, former employe recently returned from civilian radio disc jockey work in Korea. Mr. Nimmo spoke of Korea's background, environment, beliefs and compared life there to ours. Aim of interview was to present idea of type of people and terrain on which UN troops are fighting.

IOWA BARN DANCE ● ● ●

WHO Des Moines sends colorful brochure to trade concerning its *Iowa Barn Dance Frolic*, Sat., 8:30-10:15 p.m. Picture of entire group adorns cover, and other pages are filled with pictures and descriptions of separate talent units.

LIVE INDIANS ● ● ●

KTHT Houston, Tex., promoted its Tues., Thurs. 7 p.m. airings of *Straight Arrow*, MBS feature, by taking advantage of visit of three Indians to Weingarten's Store #16. Indians were there in conjunction with introduction of Straight Arrow Indian equipment. Youthful fans of radio show thronged store, and interviews with Indians and children were aired by KTHT.

ANTI-HIATUS ● ● ●

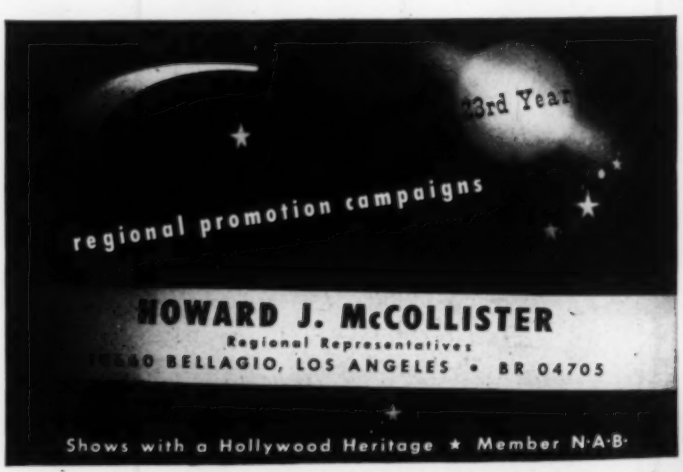
CKCW Moncton, N. B., conducting full-scale anti-summer hiatus campaign. Folder lining up promotional activities of station, plus facts on high listenership and quality programming during summer, sent to trade. Back of folder shows picture of station's symbol, lobster, explaining he doesn't know meaning of word, "Hiatus." CKCW held lobster parties for trade in Toronto and Montreal at which bibs bearing lobster and station's identification were distributed.

WEIGHT LIFTER ● ● ●

WBUD Morrisville, Pa., aired presentation of trophy to Jack Walsh as new World's Champion Weight Lifter. Event was climax of station's consistent coverage of Strongman's feats. Mr. Walsh buys time on WBUD weekly, and other sponsors air features on him.

ANNIVERSARY AIRED ● ●

WAAM (TV) Baltimore. Special show July 30, 4:15-4:30 p.m. commemorated 175th anniversary of founding of Chaplains Corps of U. S. Army. Representatives of three major faiths demonstrated their procedures for field services and setting up altars. Show was telecast before special backdrop. Arrangements were made by Herbert B. Cahan, program manager WAAM, and show's production and direction were handled by Paul Kane.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

WGBA CHARGED

Discrimination Cited In WRBL Petition

CHARGE that WGBA-AM-FM Columbus, Ga., and the Columbus *Ledger-Enquirer* interests are misrepresenting their ownership status to the public and discriminating against other Columbus stations are made in a petition filed Thursday with the FCC by Robert L. Irwin of Dow, Lohnes & Albertson representing WRBL Columbus, Ga.

A similar petition is to be filed shortly with the Federal Trade Commission, citing alleged violations of the Clayton antitrust law. WGBA is applicant to increase daytime AM power from 1 to 5 kw.

Listing stockholders of Georgia-Alabama Broadcasting Corp. (WGBA-AM-FM) along with those of R. W. Page Corp. which is described as owning all outstanding stock of The Ledger-Enquirer Co., the WRLB petition charges WGBA and WGBA-FM are "frequently misrepresented" as "The Ledger-Enquirer Stations." Exhibits are attached which are designed to support this contention.

The *Ledger-Enquirer* discontinued listings of WRBL and WDAK Columbus in June 1949, the WRBL petition states, demanding that stations pay to have their logs printed. WRBL and WDAK have refused to pay for listings but the logs of WGBA and WGBA-FM still appear, it is charged.

Paid Advertising

WRBL claims that the WGBA listings appeared as paid advertising until last autumn, but since that time have not been so designated. NBC and CBS listings are printed though they do not check with the schedules of WRBL (CBS) and WDAK (NBC), the petition charges.

In addition WRBL claims that the *Ledger-Enquirer* prints *The Bayonet*, publication edited by personnel of Fort Benning, Ga., but lists only WGBA station logs. The newspapers are declared to retain income from all *Bayonet* advertising.

WRBL points out that it started a weekly publication in which WRBL and WDAK logs are printed, adding that the WGBA station ownership refuses to supply logs.

WRBL contends the newspapers and the stations do not actually trade radio time for newspaper space "in such a manner as would be offered other stations in Columbus" and contends the stations use more space in the newspapers at prevailing rates "than the newspapers use radio time on WGBA and WGBA-FM at prevailing rates." In some cases the stations have not paid the newspapers for such difference in value of advertising used, it is claimed.

The Ledger-Enquirer Co. is charged with refusing to publish without charge the program listings of WRBL and WDAK "in violation of representation made by the officers and directors of said company to the FCC." Refusal to list WRBL and WDAK programs and "discrimination" in advertising rates made available to WGBA and WGBA-FM are described as violating Section 5 of the Federal Trade Commission Act. The rate charges also are declared to violate Section 2 of the Clayton Act.

Finally it is charged that practices of the newspapers and WGBA-AM-FM "show and constitute an attempt . . . to restrain competition and to secure a monopoly in the communications and news field in Columbus, Ga."

Affidavits carry the signatures of J. W. Woodruff, president, and J. W. Woodruff Jr., executive and commercial manager of WRBL.

IOWA MERGER

Cary-Hill Agency Formed

MERGER of R. H. Cary Inc., and the James L. Hill Co., both Des Moines advertising agencies, to form Cary-Hill Inc., has been announced by the two firms. Staffs and personnel of both firms will comprise the new company, it was stated.

Executive appointments were announced as follows: James L. Hill, president; Robert H. Cary II, vice president; Grace Purvis, business manager; George Moret, copy director; Michael V. McCarthy Jr., radio and TV director; Oscar Sparland, art and production director, and Geraldine Allen, space and timebuyer.

R. H. Cary Inc. was organized in 1940 by the late R. H. Cary who previously had been a vice president and acount executive with the former Coolidge Advertising Co., Des Moines. The James L. Hill Co. was organized in 1948 by James L. Hill who formerly was an advertising agency account executive. Cary-Hill headquarters are located at 908-910 Liberty Building, Des Moines.

ZIV PROGRAMS

4 Take Lombardo, Menjous

THE Frederic W. Ziv Co. last week announced that its *Guy Lombardo Show* has been renewed by the Lafayette Brewing Co., Lafayette, Ind., over WASD Lafayette for 52 weeks; and added over WDWS Champaign, Ill., for 52 weeks. Admiral Television has bought the same program over WJHP Jacksonville, Fla., for 52 weeks. Stein's Movieland Furs has taken it for 52 weeks over WILK Wilkes-Barre.

Debus Baking Co., Hastings, Neb., will sponsor Ziv's *Meet the Menjous*, starring Adolph Menjou and Veree Teasdale, for 52 weeks over four Nebraska stations: KHAS Hastings, KMMJ Grand Island, KBRL McCook and KODY North Platte.

Mr. Standart (l) and Mr. Hainey discuss the new WBRD operation.

* * *

WBRD OPENS

Outlet Takes Air Aug. 5

WBRD Fort Lauderdale, Fla., owned and operated by the Broward Broadcasting Co., began operation Saturday (Aug. 5) with programs scheduled according to "a previously conducted poll to determine just what the public wants to hear and when."

Licensed for 250 w on 1580 kc, WBRD's general manager is Robert Standart, previously with WTVJ (TV) Miami, WFTL and WGOR-FM Fort Lauderdale and with WBAY Coral Gables, Fla. Other personnel include Frank Hainey, program manager; Sue Hainey, music and traffic director; Bert Wills, news editor; Jack Miller, chief engineer.

NARSR DIRECTORY

Lists Firms With Stations

SECOND annual directory of National Assn. of Radio Station Representatives members and the radio and television stations they represent was published last week. The directory lists the 15 member firms of NARSR, the 493 U. S. and 62 Canadian radio stations they represent and the 71 TV stations represented by 13 of the companies.

Members of NARSR representing both radio and television stations are Avery-Knodel Inc., John Blair & Co. (Blair TV Inc.), The Bolling Co., The Branham Co., Free & Peters Inc., Headley-Reed Co., George P. Hollingbery Co., The Katz Agency Inc., Robert Meeker Assoc. Inc., Edward Petry & Co., Paul H. Raymer Co., Weed & Co. and Adam J. Young Jr. Inc. (Adam Young Television Inc.). Two other NARSR members represent radio only—Everett-McKinney Inc. and RA-Tel Representatives Inc.

Sen. Johnson Named

SEN. LYNDON B. JOHNSON (D-Tex.) July 28 was named chairman of the Senate Armed Services "watchdog" subcommittee to maintain a check over the rearmament program and military activities. His wife, Claudia, owns KTBC Austin, Tex.

KPRC

FIRST station in HOUSTON *and still first!**

NOW IN ITS 25th YEAR

*City Hooper Reports Oct. '49 — Feb. '50

To sell Houston and the great Gulf Coast Area

BUY KPRC

FIRST in the South's First Market

KPRC

HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

FREE

to subscribers

the **1950**

BROADCASTING

MARKETBOOK

featuring

SPOT RATE FINDER

". . . the most valuable tool for radio-tv time buying in years."

Out August 14, Part II of your regular BROADCASTING, the '50 MARKETBOOK will have all the essential facts and spot rate figures for buying/selling AM, FM, TV time. Three-color, 25" x 35" radio-tv map included in this 212-page book.

SELLS SEPARATELY FOR $1.00

SPECIAL OFFER TO NEW SUBSCRIBERS

$7

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

CBS Promotion

(Continued from page 21)

promotion kit a number of suggested scripts for use on such local programs.

All facets of the promotion campaign are based on the theme, "This is CBS—The Stars' Address."

Some 80 CBS affiliated stations were represented at last week's meetings in New York. Those in attendance included:

Val Lawrence, KROD El Paso, Tex.; Cody Pfanstiehl, WTOP Washington; W. Prewitt Lackey, WPAD Paducah, Ky.; Ross McPherson, WGR Buffalo; Howard Rempes, WKBN Youngstown, Ohio; Joel W. Stovell, WKRC Cincinnati; Tony Moe, WCCO Minneapolis; Aileen Gilmore, WBIG Greensboro, N. C.; Earl W. Winger, WDOD Chattanooga, Tenn.; Austin A. Harrison, KSWM Joplin, Mo.; Jack Cooper, KTTS Springfield, Mo.; Pearson Ward, KTTS Springfield, Mo.

Frank B. Estes, WKNE Keene, N. H.; Sam H. Bennett, KMBC Kansas City, Mo.; John Phillips, WTAD Quincy, Ill.; Frank Reardon, KBOW Butte, Mont.; George D. Coleman, WGBI Scranton, Pa.; John B. Browning, WSPB Sarasota, Fla.; Dwight J. Bruce, WTOC Savannah, Ga.; F. C. Sowell, WLAC Nashville; Jack Stone, WRVA Richmond, Va.; Charles B. H. Vaill, WEEI Boston; Gerald Harrison, Robert Donahue and Paul Peltier, WMAS Springfield, Mass.

Jane Dalton, WSPA Spartanburg, S. C.; Richard W. Hughes, WHAS Louisville; Robert Covington, WBT Charlotte, N. C.; Roy Wooten, WREC Memphis; Gunnar O. Wiig and H. L. Hart, WHEC Rochester, N. Y.; David Kimble, WBBM Chicago; J. F. Baker, WTRY Troy, N. Y.; C. Wallace Martin, WMSC Columbia, S. C.; Robert R. Nelson, WARD Johnstown, Pa.; Harry C. Burwell, WMBS Uniontown, Pa.

Walter A. Sweitzer, WSBT South Bend, Ind.; Secrest Williams, WADC Akron; Robert Wilson, WADC Akron; James Gismondi, WMBS Uniontown, Pa.; Roger O. Van Duzer, WMBR Jacksonville, Fla.; W. V. Hutt, KLRA Little Rock, Ark.; Robert Tompkins, WWL New Orleans; L. W. Milbourne and Robert M. Richmond, WCAO Baltimore; E. R. McCloskey, WNBF Binghamton, N. Y.; Walter B. Haase, WDRC Hartford, Conn.; Leo F. Cole, WMT Cedar Rapids, Iowa.

Elliot Warren, WEOA Evansville, Ind.; Ken Marsden, CFRB Toronto; Ron Litteral, KLYN Amarillo, Tex.; A. L. Pierce, KWFT Wichita Falls, Tex.; Hendrick H. Soule, WFBL Syracuse, N. Y.; H. K. Brennen, WJAS Pittsburgh; Jack Buckheit, WJAS Pittsburgh; F. E. Busby, WKRG Mobile, Ala.; Robert Pryor, WCAU Philadelphia; Ellen Crilby, KOTA Rapid City, S. D.; Donald W. Thornburgh, WCAU Philadelphia; J. H. Cornell, WBBM Chicago.

Robert G. Patt, WCBS New York; Arnold G. Schoen Jr., WPRO Providence, R. I.; E. P. Shurick, CBS, New York; Nathan W. Cook, WIBX Utica, N. Y.; J. W. Woodruff Jr. and B. Ed Johnson, WRBL Columbus, Ga.; J. T. Gelder, WCHS Charleston, W. Va.; Allan Young, WIBW Topeka, Kan.; Mary Fran Hoban, KSJB Jamestown, N. D.; Gerald F. Boyd, WPAY Portsmouth, Ohio; S. H. McGovern, KSO Des Moines, Iowa; J. M. Ryder and Robert Hokzer, WBRY Waterbury, Conn.

J. M. Higgins, WTHI Terre Haute, Ind.; G. W. Grignon, WISN Milwaukee; Carl George, WGAR Cleveland; William F. Malo, WDRC Hartford, Conn.; V. C. Diehm, WHOL Allentown, Pa.; K. R. Giddens, WKRG Mobile, Ala.; Kingsley H. Murphy, KSO Des Moines; Humboldt J. Greig, WHUM Reading, Pa.

Paul E. Reynolds and Benton B. Boggs, WDBJ Roanoke, Va.; Jerome R. Reeves, WBNS Columbus, Ohio; Pearl Baum, WCSC Charleston, S. C.; Irving Tutsell, WENT Gloversville, N. Y.; C. W. Doebler, KMOX St. Louis; Hugh M. Smith, WCOV Montgomery, Ala.; W. H. Journay, WFEA Manchester, N. H.; Marvin Hult, WMBD Peoria, Ill.; Julius Glass, WGAR Cleveland.

SET VOLUME

To Remain Steady—Galvin

PRODUCTION of Motorola radio and TV receivers will continue at "a very high level" for many months, in the opinion of Paul V. Galvin, president of Motorola Inc.

Despite the Korean war, Mr. Galvin said, speaking before the New York Society of Security Analysts, he anticipates that production volume will remain steady "through the holiday season."

Comparing the $10 billion to $20 billion expenditure anticipated for the Korean war with the country's annual turnover of approximately $250 billion, he foresaw a proportionately small effect on the national economy.

Morever, Mr. Galvin said that World War II showed more than seven months were required for electronics to convert fully to war, and so far the government has "barely begun to take the first initial steps."

Motorola, he continued, for years has been concerned with developing highly advanced electronic devices for defense use. "When we are called upon for greater effort along these lines, you may be sure our response will be unhesitating," he added.

Orders WKNK Election

NLRB July 28 directed an election at WKNK Muskegon, Mich., among radio engineers and technicians. IBEW (Radio Broadcast Technicians and Engineers Local 1295) claims jurisdiction. WKNK is owned and operated by Nicholas W. Kuris, and operates fulltime on 1600 kc with 1 kw.

EQUAL TIME

Asked in Press, Radio

A NEW YORK congressman last Wednesday called for equal radio time for "all candidates and aspirants to election to public office." Rep. Edwin Arthur Hall, a Republican, offered his views in the form of a House resolution (H. Res. 745).

The congressman said remarks and statements made by "certain candidates for public office are sometimes accorded more space and attention in newspaper columns and radio programs than those of other candidates for the same office." Rep. Hall told BROADCASTING that he was considering drafting legislation, "if necessary," to implement his demand.

Section 315 of the Communications Act, entitled "Facilities for Candidates for Public Office" states that a licensee shall afford any qualified candidate for public office equal facilities to that permitted other candidates for the office. It also provides that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

Rep. Hall admitted he was not familiar with this provision but said he had knowledge of certain stations which "apparently do not comply." He did not identify the sations.

The resolution follows:

WHEREAS it has been known to happen that remarks and statements of certain candidates for public office are sometimes accorded more space and attention in newspaper columns and radio programs than those of other candidates for the same office.

AND WHEREAS all aspirants for public office under our American system should be afforded equal opportunity to express themselves in running for office,

AND WHEREAS in order to carry out the precepts of our Constitution it is necessary that the people be fully informed about the public position and platform of every candidate by his own statements,

AND WHEREAS the principal media of personal presentation to the voting public is thru the press and radio, BE IT RESOLVED . . . the House hereby express its avowed determination to see that all candidates and aspirants to election to public office be given fair and equal space in columns of public print and afforded equal time over the airwaves.

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(see front cover)

WLS

CHICAGO 7

Clear Channel Home of the National Barn Dance

allied arts

ROBERT S. TAPLINGER & ASSOC. Inc., N. Y., public relations, form special publicity and promotion department for national TV programs.

BEECH-NUT PACKING CO., N. Y., renews contract with Storecast Corp. of America, N. Y., for another 26 week cycle of spot announcements in Storecast's Southern New England and Pittsburgh areas. Agency: Kenyon & Eckhardt, N. Y.

PACIFIC REGIONAL Network, Hollywood, appoints Ford & Harshberger, L. A., to handle promotion and advertising.

HERB FUTRAN, editorial director The National Home Institute, Chicago, resigns to establish freelance writing and production business. Will service radio-TV.

CATHOLIC BROADCASTING SERVICE, Long Island City, N. Y., announces availability of talks by noted Catholics. Recordings on long playing discs are priced at $3.

NATIONAL TELEVISION DIRECTORY, Chicago, plans to open fourth office in Cleveland shortly. JOHN EARL NAYLOR Jr. in Cleveland making plans for opening.

BERNARD C. DEMARES, commercial photographer and sales executive for TV motion pictures and spot commercials, to Films for Industry, N. Y., on TV sales promotion staff.

U. of ILLINOIS, Urbana-Champaign, forms Division of Communications directed by WILBUR SCHRAMM, dean of division. ROBERT B. HUDSON, former director of education and opinion broadcasting CBS, FREDERICK S. SIEBERT and QUINCY HOWE, CBS news analyst, among committee members.

ALVIN W. TURETSKY, production supervisor Al Terry Radio Productions, Bridgeport, Conn., resigns to join office of Commissioner of Welfare, State of Connecticut.

GERALD B. GOODMAN, free lance radio and TV writer, to TV-Programs Inc., N. Y., as head of new program development and with publicity department.

BERNARD I. MILLER closes B. I. Miller & Co., Chicago package firm, to go into newspaper work. JACK PITMAN, executive producer, temporarily free-lancing in Chicago.

Equipment . . .

DANIEL KESSLER, Stuart Loucheim Co. Phila. distributor, to Columbia Records, N. Y., as popular record specialist.

HARRIS B. KORT to production manager and assistant to Fred Henneke, plant superintendent Insuline Corp. of America.

TONE PRODUCTS Corp., N. Y., announces addition of new Model 156 (Model 256 U. L. approved) de luxe, three-speed phonograph.

SAM TOUR & Co. Inc., N. Y., releases brochure *All Under One Roof*, emphasizing necessity of technology, engineering, research in present-day commerce.

Technical . . .

LeROY BIGOS to NBC Chicago recording engineering.

CLEM IRELAND, U. of Saskatchewan electrical engineering graduate, to transmitter staff CBK Watrous, for summer relief.

WILFRED C. PRATHER promoted to technical director in TV engineering NBC Chicago.

LEO RYMARZ, technician WWJ-TV Detroit, father of boy, Roger John, July 12.

RAY MACKAY, commercial navy and marine operator, to CBI Sydney, as station operator.

DON BRIENEN, chief engineer WBSC Hartsville, S. C., father of boy, Donald Steven, July 22.

RCA Engineering Products Dept. releases removable intermediate lens for extending magnification range electron microscopy as accessory for all EMU-Type RCA electron microscopes.

GENERAL ELECTRIC Co. announces new television sync lock unit (type TV-30-A) for handling remote picture signals like local studio production.

PHILCO Corp., industrial division, designs new type shelter for microwave repeater stations, to protect microwave antennas from the elements. Shelters will accommodate primary and stand-by repeaters or terminals and other equipment.

BBM Station Report

BUREAU OF BROADCAST MEASUREMENT, Toronto, has released a specimen of its new station report to be issued soon for all Canadian member stations, based on a survey made in March 1950. Report features total radio homes in 1949 for each county, census sub-division, city or town, total weekly listening audience, day and night, and audience with percentage of radio homes, day and night coverage, for 6-7 times per week, 3-5 times per week, and 1-2 times per week. Definitions and explanations are printed on the reverse side of the station report.

YOUNG LADY

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KTXN LICENSE

FCC Rescinds Revocation

REVOCATION of license of KTXN Austin, Tex., ordered by FCC in May, has been rescinded by the Commission in an order recognizing that the owners of the station had regained full control of the operation.

Finding that the action of the KTXN stockholders in failing to promptly report a management contract with Edward C. James "does not appear to have been willful or in bad faith," the FCC ruled to set aside its revocation based on this situation [BROADCASTING, May 29]. KTXN is assigned 1 kw daytime on 1370 kc.

The Commission noted that the station in all other matters has been accurate in its representations and that the KTXN "contracting parties voluntarily rescinded and repudiated the contract after consultation with counsel."

SPLIT FREQUENCY

FCC Denies KSPI WNOW Bid

PETITIONS of WNOW York, Pa., and KSPI Stillwater, Okla., for waiver of FCC rules to allow split frequency operation has been denied by the Commission in a memorandum opinion and order. FCC found such operations would violate sound allocation principles and be inefficient use of the facilities involved.

WNOW requested 1240 kc with 250 w at night in addition to its presently assigned 1 kw daytime on 1230 kc. KSPI, assigned 250 w daytime on 780 kc, requested use also of 500 w nighttime on 790 kc, directional. Both stations held their local communities lacked primary nighttime service. The Commission explained about 1,400 cities in the U. S. have no local service while about 370 or 26.4% of these are served by daytime or limited time stations only. Hence FCC found the Stillwater and York applications not to present isolated cases of "unusual need which might justify a serious departure from the rules."

FCC actions

JULY 28 to AUGUST 3

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 31 Decisions . . .

BY THE SECRETARY

WFTC Kinston, N. C. — Granted license install new trans.

Philco Corp., Philadelphia—Granted CP for new Exp. TV station, KG2XCV.

WGAL-TV Lancaster, Pa. — Granted license for new TV station; ERP vis. 277 w, aur. 245 w.

Renewal of licenses for following remote pickups granted on regular basis: Interstate Radio Inc., Area Moscow, Ida., KA-4016; Emporia Bcstg. Co., area Emporia, Kan., KA-7313; Corning Leader Inc., area Elmira and Elmira, KA-5285, KEA-875; Billy Averitte Laurie, Area Jacksonville, Tex., KA-7314; Eugene P. O'Fallon Inc., Area Denver, KA-5669, KA-5670; Hirsch Bcstg. Co., Area Cape Girardeau, Mo., KA-7299; The Hampden-Hampshire Corp. Area Holyoke, Mass., KA-5499; Granite Dist. Radio Bcstg. Co; Area Salt Lake City, KA-7298; Northern Col. Bcstg. Co., Area Ft. Collins, Col., KA-5317.

Renewals of following remote pickups extended on temp. basis: Racine Bcstg. Corp., Area Racine, and Racine, Wis., KA-5552, KSA-945.

KALG Alamogordo, N. M.—Granted license new AM station; 1230 kc, 250 w, unl.

WPRA Mayaguez, P. R.—Granted extension of completion date to 8-19-50, cond.

KISS San Antonio, Tex.—Granted extension of completion date to 2-1-50.

Renewals for following remote pickups of CBS granted on regular basis to Nov. 1, 1952: KA-4695, Area Chicago; KA-4700, KA-4701, KA-4702, KA-4774, KA-4886, KA-4887, Area New York.

Renewals for following remote pickups granted on regular basis to Aug. 1, 1953: Tucson Bcstg. Co. Area Tucson, Ariz., KA-3530; Air Waves Inc., Area Baton Rouge, La., KA-2115; Eastern Carolina Bcstg. Co. Inc. Area Goldsboro, N. C., KA-2693; Richland Inc., Area Mansfield, Ohio, KA-3347; Truett Kimzey, Area Greenville, Tex. KA-2440 KKC-584; The Western Conn. Bcstg. Co. Area Stamford, Conn. KA-7290, KA-7289; The Scioto Bcstg. Co. Area Portsmouth, Ohio, KA-7288; The Journal Co., Area Wausau, Wis., KA-3046.

July 31 Applications . . .

ACCEPTED FOR FILING

License for CP

KOEL Oelwein, Ia.—License for CP new AM station.

Modification of CP

WSGW Saginaw, Mich.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KSBR San Bruno, Calif.; KXEL-FM Waterloo, Ia., KWKH-FM Shreveport, La.

WNAC-TV Boston.—Mod. CP new TV station for extension of completion date from 9-1-50 to 12-1-50.

APPLICATIONS RETURNED

KOKO La Junta, Col.—RETURNED request for license renewal AM station.

KNBH(TV) Los Angeles — RETURNED July 21 application for license to cover CP new commercial TV station.

Ohio State U., Columbus, Ohio—RETURNED July 19 application for new noncommercial TV station. Channel request noncompliant with rules.

August 1 Decisions . . .

WITA San Juan, P. R.—Granted temporary extension of license to Dec. 1.

WNAG Grenada, Miss.—Same.

WKJG Fort Wayne, Ind.—Granted petition of WKJG requesting Commission to enlarge issues in proceeding in Matter of Petition of WSPD to designate for hearing application of WKJG for mod CP and issue in Commission's order of Oct. 27, 1948, designating this matter for hearing was amended to read: "To determine whether operation of proposed station at Fort Wayne, Ind. WKJG under original CP would involve objectionable interference with WSPD Toledo, Ohio, and whether operation of WKJG under modification application as reflected by proof of performance submitted to Commission on or about Aug. 1949, would involve increase of interference, if any, with WSPD Toledo, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other broadcast service to such areas and populations."

ACTIONS ON MOTIONS

BY COMMISSIONER JONES

George R. Winston, Cisco, Tex. — Granted request to dismiss with prejudice application.

Coston-Tompkins Bcstg. Co. and Glacus C. Merrill, Ironton, Ohio—Granted petition of Coston-Tompkins to dismiss and removed from hearing docket on Commission's own motion, application of Glacus C. Merrill.

FCC General Counsel — Granted extention to Aug. 15 in which to file exceptions to initial decision re applications of WKAP and WSCR.

Western Bcstg. Assoc., Modesto, Calif. —Granted petition insofar as it requests leave to amend and remove from hearing application to specify 710 kc 1 kw, unl DA, in lieu of daytime operation only on same frequency. Insofar as petition requests grant without further hearing, it was dismissed.

El Dorado Bcstg. Co., El Dorado, Ark. —Granted petition to dismiss without prejudice application.

WHOL Allentown, Pa. — Granted leave to amend application so as to show changes in corporate officers, etc.

BY EXAMINER LEO RESNICK

WMIE, Miami, Fla. — Ordered that hearing in matter of assignment of CP of WMIE to Sun Coast Bcstg. Corp. shall reconvene July 31 in Washington, for sole purpose of affording counsel for Sun Coast opportunity to offer in evidence depositions of certain witnesses for Sun Coast.

BY EXAMINER FANNEY N. LITVIN

KSVC Richfield, Utah—Granted continuance of hearing from Aug. 7 to Oct. 9 at Richfield, Utah, in re application for renewal of license.

BY EXAMINER BASIL P. COOPER

WAWZ Zarephath, N. J. and WAMS Wilmington, Del.—Granted petition of WAWZ to amend application by deleting therefrom all reference to proposed changes in daytime ant. system so that station operating as proposed in amended application will retain present 2 element DA for daytime use and modify only nighttime operation of WAWZ granted petition of WAMS for leave to amend application by reducing by 2 ft. height of tower 3 of present WAMS directional array so that said tower will be same height as other three towers in array. Both applications were removed from hearing docket and returned to processing line for further study; dismissed as moot petition of WAWZ for continuance of hearing.

BY EXAMINER LEO RESNICK

Tul'e Bcstg. Co., Tulia, Tex.—Granted continuance of hearing presently scheduled for Aug. 1, to Sept. 5.

August 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new AM station to change frequency, increase power etc. for extension of completion date: KGEM Boise, Ida.; KSTT Davenport, Ia.; WNEW New York; KROW Oakland, Calif.; KAFY Bakersfield, Calif.

WEIR Weirton, W. Va.—Mod. CP new AM station for extension of completion date.

WABA Aquadilla, P. R.—Mod. CP new AM station for extension of completion date from Aug. 2, to 30 days after WKVM relinquishes 1230 kc.

AM—1240 kc

WMNB Melbourne, Fla.—CP AM station to change from 1050 kc 250 w D to 1270 kc 250 w-D 100 w-N AMENDED to request 1240 kc 250 w unl.

AM—1450 kc

David M. Baltimore, Scranton, Pa.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1450 kc and change from contingent on WARM relinquishing 1400 kc to contingent on WILK relinquishing 1450 kc.

Capital City Bcstg. Co. Inc., Menomonie, Wis.—CP new AM station 1450 kc 250 w unl. AMENDED to change to 1360 kc 500 w unl.

License Renewal

WPCF Panama City, Fla. — Request for license renewal (resubmitted).

Modification of CP

Mod. CP new FM station for extension of completion date: KMAR Bakersfield, Calif.; WJBC-FM Bloomington, Ill.; KWBW-FM Hutchinson, Kan.; KUOM-FM Minneapolis.

TENDERED FOR FILING

WLOW Portsmouth, Va.—Mod. license to change studio location from Portsmouth, Va., to 105 Brooke Ave., Norfolk, Va.

APPLICATION DISMISSED

KCIJ Shreveport, La. — RETURNED request for SSA on 980 kc 1 kw from local sunset July 25 to local sunrise

(Continued on page 79)

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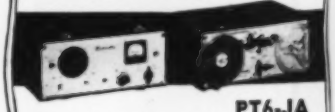

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales promotion manager wanted by 5000 watt network affiliate North Dakota. Must be experienced, have knowledge merchandising. Send reference, salary desired, photo first letter. Box 901F, BROADCASTING.

Sales manager small market station at once. Compensation: salary plus commissions. Good opportunity for aggressive, persistent man. Wire or write E. D. Ogborne, WCTW, New Castle, Ind.

Sales manager-salesman: WOKZ-AM-FM, independent, Alton, Illinois. Here's an opportunity for you to grow with the only station in a superior market. Auto necessary. Send complete details immediately, including past training and experience (mo. gross billings) and required guarantee to E. A. Wheeler, WEAW, Evanston, Illinois.

Station manager mostly commercial, for 1 kw. Located on Cape Cod. Must sell in conjunction with salesmen and be at least thirty years old. Write WPEP, Taunton, Mass.

Salesmen

Experienced salesman. Western New England major market daytime indie. Excellent drawing account for top man able to sell at local level. Permanent position with good chance for promotion. Box 664F, BROADCASTING.

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Salesman for fulltime network affiliate in midwest metropolitan market. Must be thoroughly experienced and aggressive. Commissions or guarantee. Opportunity for advancement. Give experience, education, references and photo. Write Box 831F, BROADCASTING.

Independent 24 hour station in market 800,000 offers aggressive, experienced radio salesman, reasonable drawing account against 15% commission. Interested in salesman looking for better market. Send all details, enclosing snapshot, first letter. Position available immediately. Auto necessary. Box 948F, BROADCASTING.

Wanted, fund raiser capable of contacting top executives. Proven sales ability and good character essential, capable of earning $12,000 per year salary and incentive. Our organization knows of the ad. Box 953F, BROADCASTING.

If you know advertising first, radio second, and can sell Yankees, an aggressive independent in New England's 2nd largest market wants you. Originality against stiff competition will mean good money. Box 961F, BROADCASTING.

Salesman, fulltime network 250 watt affiliate, 3 kw FM Texas Gulf Coast; must be thoroughly experienced, aggressive and trustworthy. Guarantee and 15% first 90 days. Must have car—gasoline allowance. Give education, age, reference, photo and army status. Box 963F, BROADCASTING.

Most stations not interested in high powered salesman. We are. Excellent opportunity for experienced man, able to produce and keep business on air. Must have car and be hard worker. Should earn better than $5000 first year. Send full information, with late photo to Box 949F, BROADCASTING.

Aggressive salesman to eventually manage telephone campaigns for America's fastest growing sales organization. Prerequisites, car, willingness to travel. Top commission, bonus plan, overrides. Contact George R. Turpin & Associates, Box 802, Fort Worth, Texas.

Help Wanted (Cont'd)

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Metropolitan station in market of 800,000 interested hearing from announcer with first class ticket. Want alert, aggressive man with several years radio experience. Emphasis on announcing. Give complete data in first letter, enclosing snapshot and present and future military status. Audition disc necessary. Excellent opportunity right man. Box 950F, BROADCASTING.

Announcer, experienced, versatile staff man. ABC affiliate. Must be available September 1st. Send disc, photo, salary with reply. Box 965F, BROADCASTING.

Disc jockey and news man, two men. DJ experience for early morning show, good judge of popular and classical music. Plan own program. Newsman, trained reporter, rewrite and on spot coverage, good voice. 5000 watt NBC regional rich midwest market. Fine opportunity. Box 999F, BROADCASTING.

Announcer. Reliable, experienced combination man with accent on announcing. Opportunity soon at successful Central New York network affiliate. Up-stater preferred. Permanent position for right man. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and show. Congenial working and living conditions. Live audition preferred but disc will do. Personal interview plus character and work references required as clincher. Give details in first letter. Box 11G, BROADCASTING.

Experienced combination man with first ticket. Send details, audition, salary required. KISD, Sioux Falls, S. D.

Combination announcer-engineer. Permanent position Wyoming's pioneer station finest equipment, personnel. Air Mail audition, salary, photo, complete information KSPR, Casper, Wyoming.

Newsman-announcer: WOKZ-AM-FM, Alton, Illinois. Young, livewire with good training. Send complete details including salary requirements to E. A. Wheeler, WEAW, Evanston, Illinois.

Announcer-engineer, stress on announcing for WKUL, 250 fulltime, Cullman, Alabama, one of the south's finest rural markets. Must be clean cut, no floaters, good selling voice, excellent living conditions, low cost of living, good salary. Send disc.

Experienced announcer. Southerner preferred. Write full details past experience to P. K. Ewing, Jr., Gen. Mgr., WMIS, Natchez, Mississippi.

Announcer, experienced. Send disc and photo or appear for audition. WOHI, East Liverpool, Ohio.

Draft has created opening for staff announcer. Must have thorough knowledge of sports and be able to handle play-by-play. Prefer family man who likes small town atmosphere. Write Program Director, Radio Station WSDR, Sterling, Illinois.

Technical

Combination engineer-announcers: Minnesota station, network affiliate. Advise salary desired. Send audition disc, qualifications. Box 905F, BROADCASTING.

Licensed operator with station experience or recent training as junior partner-associate Washington consulting office. Box 969F, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Continuity writer. Must be experienced with ability to write good commercial copy and offer new ideas. Opportunity to write TV as well as AM copy for well-established midwest station. Send sample copy, complete background and references to Box 832F, BROADCASTING.

Wanted—Continuity writer, female for station in city of sixteen thousand. Mike experience essential. Box 967F, BROADCASTING.

Bookkeeper-accountant for fulltime station in southwest. In replying give all pertinent information including radio accounting experience, salary and photo. Box 3G, BROADCASTING.

Television

Salesman

TV film show salesmen. National film organization, headquarters in New York City, needs topnotch salesmen for its TV department in various territories. A rare opportunity for the right men. Offering a drawing account plus additional earnings based on performance to aggressive salesmen in their 30's accustomed to earning in excess of $10,000 a year. Men with following in radio or TV field and with college education preferred. Send resume for appointment when in town. Box 968F, BROADCASTING.

Situations Wanted

Managerial

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Sales manager who in 20 years has sold millions of dollars in local time. Also year and half experience in television. Seeks job as commercial manager of substantial station or manager of a smaller station. 45 years old, married and have two children. Perfect health, complete reference, will go anywhere. Box 766F, BROADCASTING.

Station manager. Presently employed manager fulltime network station. Twenty years experience at agencies, network and stations. Family man, aged 42, desires buy and manage small station midwest area or enter partnership or syndicate with interest to manage station. Reply Box 921F, BROADCASTING.

Can you top this? Took lowest station in market, tripled billing, cut expenses one third. Veteran, young, college graduate with proven radio experience. Desire tough market with opportunity to buy half interest and take over management. Box 937F, BROADCASTING.

Manager available. Fully experienced; able to take complete charge. Prefer medium midwest community. Can meet the toughest competition with skillful management, aggressive selling, astute programming, smart promotion. Box 960F, BROADCASTING.

Manager, young man, family, presently employed, manager 5 kw successful independent, excellent record management, sales, wants management position with opportunity future ownership, midwest preferred. Write Box 974F, BROADCASTING.

Manager (with investment): Thoroughly experienced manager, definitely sales minded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Write now for complete information. Box 987F, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorshop if opportunities and salary are right. 32 years of age. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Situations Wanted (Cont'd)

Salesmen

Topnotch salesman wants to locate in Texas. Steady producer. Box 984F, BROADCASTING.

Announcers

Twelve years experience in all phases of radio broadcasting wants permanent spot on progressive station. Would like TV future. Proven morning man. Recently created one of top folk disc shows in midwest. Excellent on news and special events. Housing situation forces move. Box 665F, BROADCASTING.

Topflight staff and college basketball, football, AA Southern Association baseball announcer. Excellent recommendations from radio, major league baseball and national advertising execs. Seeking year-round sports and/or staff that pays right. Contact Taylor, Birmingham, Alabama, telephone 66172 or Box 870F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 873F, BROADCASTING.

Sports announcer, 2½ years experience in all phases of announcing, play-by-play baseball and basketball, excellent references, hold first class license. Box 889F, BROADCASTING.

Sportscaster, experienced, employed Michigan. Family man desires play-by-play. Tape, references. Box 899F, BROADCASTING.

Announcer, seeking first chance. Mann School of Announcing graduate. Travel anywhere U. S., prefer northeast. 28, married. Attended University of Pittsburgh, 3 years business college, graduating as accountant. Box 906F, BROADCASTING.

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Announcer. Sports, play-by-play, staff, college grad, veteran, player background. Box 915F, BROADCASTING.

Couple: Announcer, newsman, scripter. Have own show. Mature. Top references. Box 928F, BROADCASTING.

Thoroughly experienced staff man available at once. Dependable, adult. References. Box 929F, BROADCASTING.

Announcer, eleven years experience. Commercial, news, DJ, special events, sports principally boxing and baseball. Age thirty two, veteran. Desires permanency with future. Box 934F, BROADCASTING.

Thoroughly experienced sportscaster desires football and basketball play-by-play. Available at end of August. Have done college basketball and football over regional network in one of country's leading conferences. Air check available. Highest recommendations. Box 935F, BROADCASTING.

Announcer, now working topflight southeast 5 kilowatt net affiliate. 1½ years in radio, college, single, 23, draft exempt. Strong on commercials, news. Box 945F, BROADCASTING.

Wanted. Position as announcer. Young, single man. Free to go anywhere. Two years experience in Chicago area stations. Ad lib, man-on-street, straight commercial and music. Box 946F, BROADCASTING.

I have a good announcing job, however, would like to make arrangement to broadcast football play-by-play this coming season, free lance. 3 years experience broadcasting, big time, college football. Refreshing broadcasts with truly collegiate atmosphere. Box 947F, BROADCASTING.

Announcer three and one-half years experience, now employed. Twenty four years of age, veteran. News editor, disc jockey, top mail pull. Dependable, reliable. Midwest or far west preferred. Box 952F, BROADCASTING.

Announcer—PD, all types shows, emphasis on disc and sports. Available immediately. Prefer northeast. Draft exempt. $65. Disc and photo on request. Write Box 956F, BROADCASTING.

Situations Wanted (Cont'd)

Add "Local News" to your salesmen's selling features. A one man bureau with five years of metropolitan newspaper and radio newscasting experience is covering a two hundred thousand listener marketing area. Also experienced in continuity writing, staff announcing, sports and special events. Single, will travel. Box 955F, BROADCASTING.

Sportscaster, special events, emcee, disc jockey and staff, seven years experience all phases. Box 957F, BROADCASTING.

Experienced announcer presently employed on 5000 watter. Single, best references. Box 958F, BROADCASTING.

Sports director, play-by-play football, basketball, baseball prepare, recreate sportscasts. Equipped to set up sports department. Salary important, secondary to station atmosphere. Among references, Atlantic Refining, Pepsi Cola, Tidewater Oil. Box 959F, BROADCASTING.

Announcer, well experienced. Young, married, excellent voice, steady. College and radio school trained. News specialty, sports, MC, production, disc jockey. All phases of radio including boards. Good all-round staffer. Now with 5000 watt ABC affiliate in large metropolitan area. Consider all offers. Excellent recommendations. Box 964F, BROADCASTING.

Announcer, 2 years experience with Chicago FM stations. Single, 22, disc available. Box 970F, BROADCASTING.

Announcer, writer, veteran. News and news editing, disc shows. Have thorough knowledge of jazz and popular music. Have program ideas that are certain success. Have done radio writing. College background. Box 973F, BROADCASTING.

Sports announcer. Ten years top play-by-play, outstanding sportscasts. Box 975F, BROADCASTING.

Combination, 6 years staff announcing, 10 years radio experience desires change to a progressive station. Married and dependable, excellent references. Box 977F, BROADCASTING.

Announcer with three years experience in all phases of radio broadcasting desires steady dependable job. News and sports a specialty. Married, twenty-three years old. Box 981F, BROADCASTING.

Combination men, work well together, would like to. One married, car, five years announcing, licensed six months. Other single, car, licensed four years, two years announcing. Both steady, dependable, not floaters or drinkers. Discs and photos. Box 982F, BROADCASTING.

Announcer: Salesman: 3 years experience announcer-engineer 2 stations, 1 year student salesman, reliable, steady, radio minded. References, disc, late picture on request, all correspondence answered. Box 985F, BROADCASTING.

Experienced announcer, $1\frac{1}{2}$ years, operate console, strong on commercials, disc jockey, news, will travel. Box 991F BROADCASTING.

Experienced play-by-play football, basketball, staff. Young, family man. Box 992F, BROADCASTING.

Football play-by-play. Experienced all sports-staff work. College graduate. Box 993F, BROADCASTING.

Announcer, New York radio 1 year, assistant N. Y. producer, $2\frac{1}{2}$ years news, sports. Single, 21. No board experience. Box 994F, BROADCASTING.

Package deal, husband and wife wish first job, complete training in all phases of broadcasting and telecasting, announcing, copywriting, direction news and special events. Box 995F, BROADCASTING.

Announcer with first phone ticket desires position in midwest states preferred, experienced. Box 1G, BROADCASTING.

Responsible, experienced reporter-newscaster-announcer for war reporting. For station, regional network, coop. Best references. Box 4G, BROADCASTING.

Experienced announcer-program director, no hotshot but good all-round DJ, news, sportscasting, hillbilly. Age 37, married, settled, now employed. Desire change. Available two weeks notice. Also continuity writer, presently employed as P.D. Box 9G, BROADCASTING.

Situations Wanted (Cont'd)

Morning man, deep voice, showman, 5 years. Available now. Dependable. Court House Station, Box 7432. Telephone 31348, Asheville, N. C.

Announcer - newscaster, experienced news gathering, writing, continuity, married, sober, available immediately, disc available. E. Alcorn, 120 W. 78 St., Kansas City 5, Mo.

Announcer, vet, writer, program, top mail pull. Three years experience. Western states please. Earl Bingham, 5030 Hall Road, Santa Rosa, California.

Announcing, disc shows, news, some sports, four years experience. References. Prefer midwest. H. P. Jensen, 236 McLaughlin, Muskegon, Michigan. Phone 255402.

Ambitious young announcer, director, newsman, copywriter and enthusiastic sportsman wants a chance to prove ability in radio or TV. Will travel. Harry Nungester, 2216 Elsinore St., Los Angeles, California.

Plenty of radio school training, news, announcing, writing, acting. Excellent voice and diction. Steady, reliable family man, 30. Disc, picture available. Will travel. Ralston Smith, 6502 S. W. Vermont St., Portland 19, Oregon.

Experienced staff announcer-DJ. 3 years all phases commercial AM radio. College BA; 25, responsible. Permanent. Desire southwest and west. Disc. Bob Taylor, 1309 Idlewood Avenue, Lakewood 7, Ohio.

Announcer-engineer, 15 months experience independent, net affiliate, southeast. Write c/o J. Winsor 24-20 3rd Walk Northern Blvd., Jackson Heights, New York.

Technical

Engineer, 1st phone, wants position with a growing organization. Has car and is no drifter. Box 651F, BROADCASTING.

Engineer, degree, licensed, 12 years experience in radio. Box 719F, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, first phone, 22 years old, sober, married. Some broadcast experience. Box 848F, BROADCASTING.

Engineer, $2\frac{1}{2}$ years, transmitter, remotes, taperecorders, 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Engineer presently employed, age 41, desires position with progressive station. Fifteen years broadcast experience. Box 911F, BROADCASTING.

Engineer. Recent graduate, veteran, married, age 26, reliable, no experience. First phone license, will travel anywhere. Box 951F, BROADCASTING.

Chief engineer, 15 years experience in all phases of radio. Married, dependable and college man. Desires change to a progressive station operating in the black. Excellent references. Box 978F, BROADCASTING.

Chief engineer, 15 years intensive experience all phases AM and FM engineering includes setting up 6 element directionals. Ready for TV. Management minded with excellent personnel relations. References include top broadcast consultants and executives. Box 983F, BROADCASTING.

Chief engineer, experienced all phases. Will consider small announce shift. Prefer upper midwest, but all offers considered if a progressive and financially stable organization. Married, now employed. Excellent references, including present employer. Box 986F, BROADCASTING.

Engineer, first phone, eight months kilowatt transmitter experience, seeking radio or television position, graduate SRT-TV, single, car, will travel. Box 989F, BROADCASTING.

First phone license, 23, vet, technical background, travel. Box 990F, BROADCASTING.

Chief engineer soon available for construction or installation. Consider remaining as chief if mutually advantageous. Fifteen years continuous experience. Best references. Correspondence invited. Box 2G, BROADCASTING.

3 months experience 250 w AM, 10 kw FM, remotes, control board, combo. Young, single, 1 year college, car, southern states only. References. J. E. Grayson, WHBS, Huntsville, Alabama.

Situations Wanted (Cont'd)

Experienced engineer in AM & FM transmitter and console operation. Young, single, do not smoke or drink. Have car. Eugene Brown, Aiden, Iowa.

Combination man 4 years, 3 as chief engineer, 2 as program director. Write, sell if necessary. 2 years college-first $80.00 takes immediately. Go anywhere but prefer south. Address Don Causey, 224 West Eire, Harrison, Arkansas.

First phone, married, desires to break in on up-and-coming organization. Arthur Coburn, 90-36 180th St., Jamaica 3, N. Y.

First phone license. Experienced, available immediately. Prefer northeastern location. James Turner, 6609 Ave. T, Brooklyn 34, N. Y.

Production-Programming, others

Newscaster. A reporter, not an announcer. Gather, write, deliver. Newspaper background. Prefer newspaper-affiliated station. Box 894F, BROADCASTING.

Competent experienced newscaster, reporter and writer. Newspaper background. Proven ability. Box 931F, BROADCASTING.

Traffic, women's features, continuity. Girl, 22, experience plus college. References and continuity samples on request. Box 966F, BROADCASTING.

Program director. Eight years experience, network and independent. Chief announcer present station two years. News, sports, all phases programming and production. 28 years old, family. Seek permanent position with future. Box 976F, BROADCASTING.

Program director, experienced. Excellent references. Desires progressive station or agency that wants a really top man. Available September. $75 minimum. Box 979F, BROADCASTING.

Sportscaster - programming, topnotch football, basketball, play-by-play. Outstanding promotional record, experienced writing, producing, organize station programming. College grad, will travel. Top references. Box 988F, BROADCASTING.

Young woman looking for first job. Thoroughly schooled, all phases. Pleasant voice. Topnotch secretary. Continuity, disc, photo, details available. Box 5G, BROADCASTING.

Television

Production-Programming, others

Assistant television director. Combine talents of assistant radio director, photography cameraman, advertising agency and television experience. Wrote four original shows. Age, 31, veteran, no reserve. I know television. Box 962F, BROADCASTING.

For Sale

Equipment, etc.

Save $4,000. 100 kw diesel generator set, new, driven by 9 cylinder radial air cooled engine. Bargain $6,750 FOB Los Angeles. Also 10 kw new FM transmitter and 8 bay antenna. P.O. Box 987, Riverside, California.

Western Electric 20A 250 watt transmitter $995. Five 4x500F tubes new; four GL872 new; four 829B new; make offer for tubes, lot or single. WIL, Chase Hotel, St. Louis, Mo.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Radio station. Radio man now employed as station manager fulltime network station, interested buying small station midwest area or entering partnership or syndicate to manage station. Twenty years radio experience. Reply Box 920F, BROADCASTING.

Mr. Licensee. In Reserves? Guard? Thinking of unloading? If your station is small, fulltime, in a possibility market, I might be interested in cash or short-term purchase. Prefer Georgia or nearby and single market. Box 954F, BROADCASTING.

Equipment, etc.

RCA stabilizing amplifier, TA-5A or TA-5B working condition unimportant. State age, condition, minimum price. Box 971F, BROADCASTING.

Wanted RCA BTA-250L, GE BT-20-A or equivalent transmitter; limiter, audio consolette in perfect condition, short time used. Write Box 7G, BROADCASTING.

FM frequency and modulation monitor. Also $1\frac{5}{8}$" coax with fittings including gas barrier. Write Adams, 1644 Idlewood Road, Glendale 2, California.

Miscellaneous

Edward Fridgen, contact John, KWJJ, Portland. Good news.

Interested in filling that important Vacant Chair. . . .

In early thirties, this heavily experienced, married, college educated executive offers your station:

- Over ten years with outlets ranging from 250 to 50,000 watts in various capacities.
- Either side of the mike background includes term as disc jock for 50,000 watt CBS station.
- Producer-writer and then on to Assistant Program Director with same outlet.
- Production Manager of metropolitan Mutual 5,000 watter.
- Production Manager of ABC O and O station.
- Sales experience with several large stations, and New York City station Representative Firm.

Why not fill that Vacant Chair with the right man!

Good all-round background on both sides of the mike more than qualifies this man for a top position with your station. Interested only in a strong proposition either on or off the air. If you are interested write at once stating your best offer. I, in turn, will forward my references to your office immediately.

That Vacant Chair need not be vacant for the lack of a good man!

BOX 6G, BROADCASTING

Help Wanted

Managerial

Excellent opening in western Pennsylvania for a good commercial manager. Liberal salary plus commission and bonus to the right party, a dependable man who is interested in settling down in a small community. Will also grant extras and security. Please contact Box 8G, BROADCASTING.

Salesmen

$10,000 JOB OPEN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to

BOX 10G, BROADCASTING

Situations Wanted

Announcers

DO YOU HAVE FOOTBALL AND/OR OTHER SPORTS PLAY-BY-PLAY PROBLEMS?

I'd like the opportunity to do a topnotch job for a sports-minded station. I'm offering 11 years AM and TV experience with major metropolitan station, play-by-play ALL sports, including college and major league football, baseball, basketball, hockey. Finest ratings with national network accounts. Present employers forced to cut sports coverage. Box 996F, BROADCASTING.

For Sale

Equipment, etc.

FOR SALE:

Three 300 foot insulated galvanized guyed vertical radiators. Welded sections of solid rounds 20 feet long. Towers never used. Write for details. **BOX 997F, BROADCASTING.**

For Sale (Cont'd)

For Sale

One complete General Electric 10,000 watt FM transmitter. This equipment has seen only two years service except for the 250 watt exciter which has been in service three years. Excellent condition. This equipment priced to sell.

BOX 933F, BROADCASTING

CITE SUCCESSES

Sponsors Tell Seattle Admen

RADIO contest, *Pix-O*, now in its second 13-week run on KIRO Seattle for Van de Kamp Bakeries and recently extended to Los Angeles for the same sponsor, is "the most successful advertising—regardless of media—that the company has used in 35 years." This was the assertion of L. H. Fortin, assistant manager of the bakery chain, at a "Retailers Look at Radio" session of the Seattle Advertising and Sales Club July 25.

Mr. Fortin explained that the sponsor sought to increase foot traffic through its retail outlets, observing that a 5% increase would have paid for the show. In the first weeks *Pix-O* has been on the air, foot traffic has increased 20%, he reported.

John W. Weaver, secretary of Pantorium Cleaners and Launderers, Seattle, said that radio has done its best job for his concern thus far through programs, although spots also have been used. On a service such as his, he said, a personality is needed to help win the customer away from two types of competition—other cleaners and laundry firms, and the housewife herself, who may prefer a home washing machine.

Television, according to Mr. Weaver, offers "a grand opportunity" to sell with a personality. He called TV "the next thing to selling door to door," because it can demonstrate the effectiveness of the cleaning process visually.

Federal Old Line Insurance has increased its assets in 13 years from $2,500 to $2 million, and is indebted to radio "in large share" for the increase, Jim Morris of the insurance firm's Seattle office told the group.

SYMPHONY drought of the 1949-50 fall and winter season in Detroit is eliminated by Alfred Epstein (seated r), president, Pfeiffer Brewing Co., Detroit, as he contracts to give the city eight weeks of free summer concerts by the Detroit Symphony Orchestra. L to r: (seated) Raymond J. Hall, chairman of fund-raising committee; Harry Wismer, general manager, WJR Detroit, which broadcasts the series; Mr. Epstein; (standing) Harold L. Richeson, Pfeiffer's vice president in charge of sales, and Victor Poole, orchestra's conductor. Pfeiffer, which splits hour broadcast sponsorship with WJR, matched a $24,000 grant made by a trust fund. Agency for Pfeiffer is Maxon Inc., Detroit.

CHURCH PETITION

Files Amendment With FCC

AMENDMENT of its application for a new station at Independence, Mo., to correct alleged deficiencies in legal qualifications has been requested in a petition filed with FCC by the Reorganized Church of Jesus Christ of Latter Day Saints. The church had received a proposed denial for 5 kw daytime on 1380 kc but the ruling has been remanded by FCC for further hearing [BROADCASTING, July 3].

The Reorganized Church told FCC it wished opportunity at further hearing to testify on its proposed amendment, whereby a nonprofit corporation as an adjunct of the church would be substituted as the applicant. A question had been raised as to the church's qualification to be a licensee under the Communications Act because it is an unincorporated membership association and one member of its governing board is a citizen of Australia. The church held the issue is but a technical one and should not preclude a grant.

WPTR Albany, N. Y., presented certificate of appreciation from U. S. Dept. of Defense during special broadcast.

MORE RADIO USE

Seen in Public Relations

MORE radio, "far beyond anything we have seen to date," will be used in public relations, Fred A. Palmer, radio consultant and manager, WOL Washington, told a luncheon meeting of the National Capital Forge of the American Public Relations Assn. in the Lee House, Washington, July 17.

Mr. Palmer noted that leaders in the public relations field had revealed to him plans for greater usage of radio for specific public relations problems "to get across a story and to win friends." Case history of radio use in public relations pointed out by Mr. Palmer was WRFD Worthington, Ohio's building of good relations between town and country.

Midwest Money-Maker
Established Nine Years
$55,000.00

This is one of the outstanding low priced opportunities of the year; it is a fulltime network station located in a rich farm market. This exclusive station is doing better than $5,000.00 monthly and showing good profits on low operating costs. Valuable land and building are included in the realistic price of $55,000.00. Can be bought without building at $40,000.00 with small monthly rental. Liberal financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

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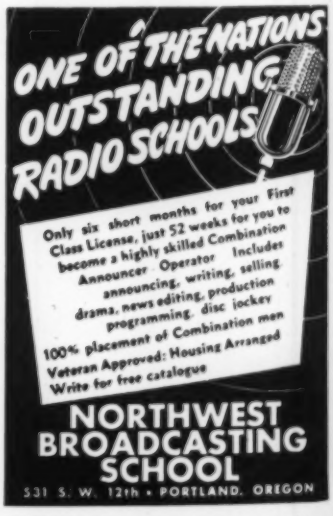
ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator. Includes announcing, writing, selling, drama, news editing, production programming, disc jockey
100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

OHIO AD MEET

Radio-TV on Agenda

CONSIDERATION of television as an advertising medium and current trends in radio advertising will be highlights of the seventh annual Ohio State U. Advertising and Sales Promotion Conference Oct. 6-7, according to Dr. Kenneth Dameron, general conference chairman.

The meeting will be sponsored jointly by the College of Commerce and Administration and the fifth district of the Advertising Federation of America. Dr. Dameron said TV and AM radio media will be considered in special sessions on retail advertising and sales promotion and national advertising. The latter category will encompass industrial and consumer goods as well as advertising agency management and operation.

In addition to Dr. Dameron, members of the convention steering committee include: James C. Yocum, professor of marketing, Ohio State U.; Stanley Schellenger, Buckeye Union Casualty Co., vice president of the AFA; Theodore Brown, Perry-Brown Inc., Cincinnati, governor of the fifth district, AFA.

Maizlish Chairman

HARRY MAIZLISH, general manager, KFWB Los Angeles, has been named campaign chairman for the Radio-Television-Recording Charities Inc., Los Angeles. Group was formed the first of this year by representatives of radio, television, recording and allied fields to promote one combined drive for eight major charities in area, thus eliminating separate charity appeals. Expected to be beneficiaries are American Red Cross, American Heart Foundation, YMCA, American Cancer Society, Los Angeles Community Chest, March of Dimes, United Cerebral Palsy. RTRC executive board includes:

Mr. Maizlish

Sidney N. Strotz, administrative vice president in charge of NBC Western Division, president; Larry Shea, vice president; Donn Tatum, vice president and general counsel, Don Lee, secretary; Wayne Tiss, vice president in charge Hollywood office, BBDO, treasurer. First major drive expected to get underway in September.

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air-casters

DONALD S. DOTY, KAAA Red Wing, Minn., to program director WKLK Cloquet, Minn., succeeding **GEORGE B. WILLIAMS** (see Front Office).

WYLLIS COOPER, radio writer-director, to write and direct *We The People,* NBC, Fri., 8:30-9 p.m.

RALPH JAMES, news editor KTRY Bastrop, La., to program director.

KATHERINE KERRY, home economist McClatchy radio stations (KFBK-AM-FM Sacramento, KMJ-AM-FM Fresno, KWG Stockton, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, Calif., and KOH Reno, Nev.), to KYA San Francisco as editor-conductor *A Woman's Day,* half-hour morning show. She replaces **RUTH THOMPSON.**

DOC WARREN, KVWC Hot Springs, Ark., to announcing staff KFDX Wichita Falls, Tex. **JOHNNY LOWE** leaves station to re-enter newspaper work in Long Beach, Calif. **GEORGE CRAIG,** program director KFDX, named production director in addition to present duties.

MILTON SHREDNIK, music director KOA Denver, resigns. Succeeded by **EDDY ROGERS,** violinist, conductor and composer, who was with NBC.

HARRY CURRAN, WXGI Richmond, Va., sports director, to chief announcer for station replacing **MIKE MAY. CHARLES WATSON** to WXGI as music librarian.

ROD STERLING, writer-producer WJEL Springfield, Ohio, and network freelancer, to WLW Cincinnati as staff writer.

JIM LOWE, WIRE Indianapolis announcer, to WBBM Chicago on *Double Quiz* series.

DAVE MANN, staff announcer WLYN Lynn, Mass., to chief announcer.

JOHN CLEARY, staff CHUM Toronto, resigns to enter U. S. radio.

JIM CRITCHFIELD, staff writer WKY Oklahoma City, to ABC Hollywood as assistant to **Vance Colvig** on *Surprise Package* show.

DIRK COURTENAY, free lance radio-TV personality, Chicago, leaves tomorrow (Tuesday) for active duty with Army Air Force. Expects to be assigned to radio and public relations.

BERNIE CREIGHTON and **DONALD HOGAN,** new to radio, to announcing staff CBH Halifax.

JULIE MITCHUM, singer, dancer and impersonator, starts half-hour weekly program on KLAC-TV Hollywood.

LORRAINE PECK, continuity editor WGB Radio Productions, St. Louis, to promotion-merchandising staff KWK same city.

ROBERT MARTIN, WOR New York announcer, to WNOX Knoxville, Tenn., as announcer.

BILL WOLFF asd **STAN CHALLIS,** staff announcers WKNK Muskegon, Mich., featured on *The K 'N' K Krazy Kids* show, Mon.-Fri., 8-8:30 p.m.

BETTY BRADLEY, vocalist, to WOL Washington as conductor of series of homemaker programs.

CARL CANNON, account executive Branham Co., N. Y. station representative, to WSMB New Orleans as promotion manager.

FRED BENNETT, WPEN Philadelphia morning man and m.c. *Nightcap* show, to teaching staff Radio School of Broadcasting of Columbia Institute, Phila. Preparing evening show for airing on WPTZ (TV) same city.

JEFF SMITH, production manager WOR-TV New York, resigns to enter retail TV and appliance field. Forms Texas-TV Stores, San Antonio, Tex.

ELOISE REEVES, assistant to ABC Hollywood recording manager, to program assistant KECA-TV Hollywood.

HARRY WARD, assistant continuity acceptance editor NBC Chicago, to editor, replacing **ROBERT GUILBERT,** who joins radio-TV department at J. Walter Thompson, same city. Mr. Ward, with NBC year and a half, replaced by **GAIL McCOSH. KEITH BRIGHT** joins NBC Chicago.

JOHN ROBINSON, NBC Hollywood sound department, and **DON THOMPSON,** formerly with NBC, to network production staff as associate directors.

BILL JENKINS, former announcer and program host WTOP Washington, to WBBM Chicago.

BETTY WHITE, singer, starts new half-hour weekly program on KLAC-TV Hollywood.

JANE TIFFANY WAGNER, NBC supervisor of education, resigns effective Aug. 15 to join *American Home* Magazine as editor of food and home services. Joined NBC in 1942.

ARTHUR (Bud) CHASE, announcer-reporter WHOT South Bend, Ind., to WONE-WTWO (FM) Dayton as featured disc jockey.

RUSS COGLIN, program director KROW Oakland, Calif., begins *Russ Coglin Show,* disc program, on station.

DOLORES HAWKINS, ABC vocalist, to cast of *The Sauer Show,* originating at WRNL Richmond and fed weekly to network of 38 Southern stations.

WEBB HUNT, staff announcer KNUZ Houston, Tex., to chief announcer. **JOHNNIE GOODMAN,** staff announcer, to production chief. **EDNAH FORESTER,** traffic manager, to promotion manager in addition to present duties.

BOB DAVIS, WBAL-AM-TV Baltimore announcer, to WOL Washington as m.c. *Make-Believe Ballroom,* 10:30 a.m.-12n., daily, and newscaster.

CHARLES VAUGHAN, producer WLWD (TV) Dayton, Ohio, rejoins WLWT (TV) Cincinnati as producer.

PHIL McKELLAR, announcer of CBI Sydney, to CBE Windsor.

IRA COOK, DICK HAYNES and **BILL STEWART,** KLAC Hollywood disc m.c.'s will receive special citation from U. S. Treasury Department for "generous support during recent Independence Bond Drive."

GLADYS K. NESRSTA, to commercial department WOAI-AM-TV San Antonio, Texas, as assistant bookkeeper, succeeding **MARY FRANCES FARRELL,** resigned to marry.

JOE GROSSMAN, *Atlantic City Press* staffer, to WMID Atlantic City, N. J., as amusement editor, conducting *In the Spotlight,* Mon.-Fri., 7:45-8 p.m.

MYRON J. BENNETT, disc jockey KRNT Des Moines, to KXLW St. Louis, as conductor *MJB Shows,* Mon.-Sat., 8:15 a.m. and 1 p.m.

GEORGE HILL, producer WMAL-TV Washington, father of boy, Christopher.

News . . .

BILL ALLERT, city staff WOAI San Antonio, called to active service as 1st Lt. in Company C., 20th Infantry, U.S.M.C. Succeeded by **CARL DAVID BOND,** graduate U. of Texas School of Journalism. **RALPH FRITZ,** assistant night editor WOAI, resigns to devote his time to fiction writing.

JAMES E. WADE, newsman KFRU Columbia, Mo., to KCOM Sioux City, Iowa.

BOB BALL, WHO Des Moines newscaster, and Lee Peirce have announced their marriage.

CREIGHTON SCOTT, WBBM Chicago, to CBS news staff in N. Y., as part of network's expansion to cover Korean war.

DONALD WRIGHT, June graduate U. of Minnesota School of Journalism, to newsroom director KSUM Fairmont, Minn. Was with WHLB Virginia, Minn.

ROBERT NOBLE to newsroom CBH Halifax, as summer relief.

THE NEW Frontier, series of dramatic programs by Institute for Democratic Education, N. Y., dealing with problems of prejudice, now aired on WRC Washington, Sunday, 11:15-11:30 a.m.

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NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK JUNE 25-JULY 1, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK			
1	1	Lux Radio Theatre (CBS)	12.8
2	9	You Bet Your Life (CBS)	10.9
3	22	Mr. Chameleon (CBS)	10.5
4	11	Crime Photographer (CBS)	10.2
5	14	Suspense (CBS)	10.2
6	2	Walter Winchell (ABC)	10.0
7	36	Dr. Christian (CBS)	9.8
8	17	Mystery Theatre (CBS)	9.4
9	29	FBI in Peace and War (CBS)	9.2
10	12	Mr. Keen (CBS)	9.1

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

'JACKPOT' CASE

Trial Date To be Set

TRIAL date will be set in Chicago's Federal District Court after Labor Day for the $150,000 suit, charging misappropriation of dramatic property, brought against CBS, DeSoto and Plymouth. Judge Phillip Sullivan will reconvene his court, which covers the Eastern Federal District of Illinois, at that time.

CBS New York and Chicago are gathering pertinent documents tracing development of the network show, *Hit The Jackpot*, which plaintiffs Russell and Shirley Nihlean of Chicago charge is based on a show idea they submitted to WBBM (CBS) Chicago. Papers will be turned over to the Nihleans' attorney, Eli Mullin, in Chicago within a few weeks, Mr. Mullin said, and will later be introduced in court.

The Nihleans, both writers, charge that the idea for *Hit The Jackpot* was taken from a show called *Watch Your Step*, which they say they wrote and submitted to WBBM for possible airing. CBS and WBBM executives in Chicago report no record, either locally or in the master file, of a show being submitted by the Nihleans. Files of show ideas are kept under the author's name and not the title, and CBS files show nothing has ever been submitted by the plaintiffs, officials told BROADCASTING.

The Nihleans (man and wife) charge that a WBBM show similar to theirs was aired locally as a sustainer and then moved to New York, where they claim it became *Hit The Jackpot* and was sponsored by DeSoto and Plymouth.

Complaint against the three defendants charges (1) misappropriation of dramatic property, (2) unfair trade practices and (3) unfair competition. *Hit The Jackpot* is a Mark Goodson-Bill Todman package show leased by the network. Ross, Berchen & Schwantes, Chicago law firm, represents CBS although the regular attorneys for the network in Chicago, Arvey, Hodes & Mantynband, may be brought into actual trial proceedings.

TALENT UNIT OFFER

Services for War Emergency

CO-ORDINATING COMMITTEE for Screen and Radio Artists, clearing house for free appearances of Hollywood movie and radio talent for public service, patriotic and charity purposes, has volunteered its services to the government in war emergency. In a letter sent to Defense Secretary Louis Johnson the group stated they were "prepared and ready to perform whatever projects you may see fit to request of us." Letter was signed by George Murphy, committee head.

The group represents American Federation of Radio Artists, networks, Screen Actors Guild, American Guild of Variety Artists, Assn. of Motion Picture Producers, Theatre Authority.

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GIVEAWAY STUDY

Lottery Finding by D. A.

STUDY of giveaway programs as related to Wisconsin's anti-lottery laws continued last week, with the Milwaukee district attorney's office naming *Lucky Dial Money Pile* on WKTY LaCrosse a lottery. Inasmuch as the opinion was given by the Milwaukee County district attorney's office instead of that in LaCrosse County, the opinion will not automatically lead to definite action.

If the LaCrosse office, or that of the attorney general, concurs in the opinion, WKTY may be asked to take the show off the air. Joseph E. Tierney, Milwaukee County deputy district attorney, rendered an opinion on legality of the show when a Milwaukee advertising agency man sought advice, explaining he wanted to put a similar show on the air.

Format of the show has announcer calling off dial telephone numbers. If the telephone subscriber holding that number calls the station within five minutes, he wins money in the *Lucky Dial Money Pile*. A dollar is added with each announcement, and is supplied by the sponsor of each spot [BROADCASTING, July 24].

De Sylva Estate

B. G. (BUDDY) DE SYLVA, Capitol Records Inc. board member, who died in Hollywood July 11 from a heart ailment [BROADCASTING, July 17] left an estate estimated at $5 million. With the exception of specific bequests totalling $170,000 the estate was willed to his widow, Mrs. Marie Wallace De Sylva, who is to receive a life income of no less than $2,500 monthly. Upon her death, David Shelley, son by a former marriage, becomes beneficiary. A $50,000 trust fund was left to a minor son, Stephen.

'Sacred Heart' Program

THE *Sacred Heart Program*, recently named as the second choice of top Catholic programs by the National Catholic Broadcasters' Assn. at their convention in St. Louis, originates on St. Louis U.'s WEW, instead of WIL as appeared in the July 24 issue of BROADCASTING.

CERTIFICATE denoting Daniel W Kops (l), WAVZ New Haven general manager and vice president, as "Jaycee of the Year" is awarded by Richard C. Lee, retiring president of the New Haven Junior Chamber of Commerce. Mr. Kops, also elected to the group's board of directors, was cited for efforts on behalf of the Hoover Report to reorganize the executive branch of the government.

'PIGEONGRAMS'

WPAT Serves Jamboree Scouts

DURING the recent National Boy Scout Jamboree at Valley Forge, Pa., WPAT Paterson, N. J., demonstrated that curtailment of U. S. mail deliveries would have little effect so far as northern New Jersey area scouts were concerned.

In cooperation with Lenard Gabryal, chief Scout executive of the Alhtaha Council, and heads of the Westside, Paterson and Riverside Homing Pigeon Club, almost 700 of the famous message-bearing birds were shipped to Valley Forge.

There, each Scout was given a WPAT "pigeongram" on which to write personal messages to parents [BROADCASTING, July 17]. These were then rolled up and placed in carriers attached to the birds. WPAT presented a special trophy to the owner of the first bird back from the jamboree.

In addition, WPAT also received, via pigeons, a round-up of news from the encampment. Official station correspondents were Bob Hunziker, Troop 3, Eastside Presbyterian Church, and Edgar Galli, Troop 24, Hawthorne. Arthur Schofield, WPAT promotion and publicity director, said over 900 messages were sent back by the local boys.

Doak Walker Series

DOAK WALKER, three-time All-America back at Southern Methodist U. and now with the Detroit Lions pro football team, has been signed to do a series of grid prediction radio and TV programs by Dallas Broadcasting Assoc., producer of shows, spots, transcriptions, news and special events. Both radio and TV programs will last 15 minutes and will be for a 13-week period. Firm reports that several sponsors have indicated interest in the series.

FCC Actions

(Continued from page 72)

Applications Cont.:

August 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

WLOW Portsmouth, Va.—Mod. license AM station to change studio from Portsmouth, Va. to 105 Brooke Ave., Norfolk, Va.

License Renewal

Request for license renewal AM station WNAG Grenada, Miss.; WITA San Juan, P. R.

Modification of CP

Mod. CP new FM station for extension of completion date: WRBI Blue Island, Ill.; WTBO-FM Cumberland, Md.; WHP-FM Harrisburg, Pa.

License for CP

KNBH Los Angeles—License for CP new commercial TV station.

TENDERED FOR FILING

Modification of License

KCOG Centerville, Ia.—Mod. license to change from 1400 kc 100 w unl. to 1400 kc 250 w unl.

AM—1440 kc

KJAY Topeka, Kan.—CP AM station to change from 1440 kc 1 kw unl. DA-1 to 1440 kc 5 kw unl. DA-1.

August 3 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

H. C. Young, Jr., and Southern Broadcasting Co. Inc. Nashville, Tenn.—Designated for consolidated hearing at Washington on Jan. 23, 1951, application of Young with that of Southern Broadcasting Co. Inc. both requesting new stations on 1470 kc 1 kw D.

Louis Wasmer, Pasco, Wash. and KALE Richland, Wash.—Designated for hearing in consolidated proceeding, application of Wasmer for new station on 960 kc 1 kw utilizing different DA for day and night at Pasco, with application of KALE to change facilities from 900 kc 1 kw D only, to 960 kc 1 kw unl. DA-N hearing to be held at Washington on Jan. 25, 1951.

Lawton-Ft. Sill Broadcasting Co. Lawton, Okla. and Caddo Broadcasting Co. Anadarko, Okla.—Designated for consolidated hearing at Washington on Jan. 26, 1951, application of Ft. Sill for new station on 1250 kc 500 w N 1 kw D, utilizing separate DA for day and night, with application of Caddo on 1250 kc 500 w D only; made KASA Elk City, Okla., and KSMI Seminole, Okla., parties proceeding with respect to Anadarko application.

Request Granted

WNDB Daytona Beach, Fla.—Granted request for removal from existing license of condition referring to effects of any internal cross-modulation between WNDB and WMFJ.

Extension Denied

WBGE Atlanta, Ga.—Denied application for extension of outstanding CP, which authorized install new vertical ant. mount FM and TV ant. on top of AM tower and change trans. and studio locations from July 1 to Sept. 1. If request for hearing is made within 20 days, denial will be set aside and application designated for hearing.

Extension Granted

WPEO Peoria, Ill.—Granted extension of authority to remain silent until Sept. 1 to effect recently authorized change in studio location.

Petition Granted

WLAN Lancaster, Pa.—Granted petition to reconsider and set aside action of Secretary on July 21, granting application for license to WORK York, Pa., pending disposition of WLAN's April 14 petition protesting original grant of WORK's CP.

KMA Shenandoah, Ia. and WRFC Athens, Ga.—Granted petition of KMA to delete issue No. 4 in Commission's Order of April 21, designating Radio Athens application for hearing, and to include therein the following as issue No. 4: "To determine whether station KMA, Shenandoah, Ia, renders primary service beyond its normally protected contour in any area or areas within which operation of station WRFC as proposed, may involve interference, and if so, whether 90% of population (population served with adequate signal) in those areas are supplied with primary service by any other station or stations which carry same general program service as KMA."

Order Adopted

Commission on Aug. 1 adopted Order, effective immediately, correcting error in Section 26 of the Standards of Good Engineering Practice concerning Standard Broadcast Stations, to indicate sunset time of 7:30 p.m. EST, at Youngstown, Ohio, during month of August.

THE NUNN STATIONS

The Nunn Stations, WLAP, Lexington, Ky., oldest station Kentucky's second market, 5000 watt, ABC affiliate, wants top local salesman. Write references, reason for desiring change, recent picture, etc. Drawing account against commission. Only best, experienced salesman considered.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 3

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,149	2,126	185		287	261
FM stations	687	495	221	3*	18	13
TV stations	106	49	59		353	182

*Two on the air.

• • •

Docket Actions . . .

FINAL DECISIONS

Conway Bcstg. Co., Faulkner County Bcstg. Co., Conway Ark.—Announced decision to grant application of Conway Bcstg. Co. new station on 1230 kc, 250 w fulltime. Denied application of Faulkner County Bcstg. Co. same facilities at Conway. Decision July 28.

WCAR Pontiac, Mich. — Announced decision to grant application of WCAR to move station from Pontiac to Detroit and change power from 1 kw unl. to 50 kw-D, 10 kw-N DA-DN on 1130 kc. Denied application of UAW-CIO Bcstg. Corp. of Michigan for new station in Detroit on 1130 kc, 5 kw-D, 2.5 kw-N DA-DN. Decision July 31.

WJAX-TV Jacksonville, Fla. — Announced decision to deny application of WJAX Jacksonville for additional time to complete construction. Decision July 31.

WCUM Cumberland, Md.—Announced final decision to grant application of WCUM to modify license and increase power from 100 w to 250 w fulltime on 1490 kc, subject to WCUM taking full responsibility insofar as it is able for installation and adjustment of such filter systems or other equipment as is necessary at either WTBO Cumberland or WCUM or both stations to eliminate adverse internal cross-modulation effects on the other. Decision July 31.

WMEX Boston, Mass. — Announced decision to grant application of WMEX for renewal of license and granted transfer of control of license from John E. Reilly, Charles A. Coughlin, George Kaplan and Fred Randazzo to Alfred J. Pote, William S. Pote and Antoinette Iovanna. Decision July 31.

OPINIONS AND ORDERS

Huntington Bcstg. Co., Huntington Park, Calif. — Adopted memorandum opinion and order to deny petition of Huntington Bcstg. Co., directed against Commission's decision Feb. 1, granting application of Coast Radio Bcstg. Corp., Los Angeles and to deny applications of Huntington Bcstg. Co., and San Gabriel Valley Bcstg. Co., Monrovia, Calif. Decision July 31.

WNOW York, Pa.; KSPI Stillwater, Okla. — By memorandum opinion and order denied petitions of WNOW and KSPI requesting reconsideration of Commission's action of Jan. 20, returning as defective applications for CPs to change facilities or (2) waiver, amendment or exception of rules. Applications dismissed. Order July 24.

Eurith Dickinson Rivers Jr.; Savannah Radio Council, Savannah, Ga.—By memorandum opinion and order dismissed petition of Savannah Radio Council insofar as it requests action pursuant to rules to set aside grant of March 6 of application of Eurith Dickinson Rivers Jr. Denied request for action on Commission's own motion. Order July 24.

WPIK Alexandria, Va.; WTIK Durham, N. C.; WPAG Ann Arbor, Mich.; WLIO E. Liverpool, Ohio; WGAY Silver Spring, Md.; WKSR Pulaski, Tenn.; and Daytime Petitioner's Assn.—By memorandum opinion and order denied without prejudice applications of WPIK, WTIK, WPAG and WLIO for SSA for nighttime operation and denied petition of WGAY WKSR and Daytime Petitioner's Assn. seeking to amend rules to permit fulltime operation on frequencies 730, 800, 900, 1050, 1220 and 1570 kc, (on which domestic Class II stations may operate daytime only) and dismissed applications of WGAY and WKSR for nighttime operation. Order July 26.

KMA Shenandoah, Ia.; KNEB Scottsbluff, Neb.—By memorandum opinion and order granted petition of KMA to clarify or modify issues in Commission's order of March 6, designating application of KNEB for hearing; amended order deleting issue 4 and including as issue 4 the following: To determine whether KMA renders primary service beyond its normally protected contour in an area or areas within which KNEB as proposed may involve interference and whether 90% of the population is served or supplied with primary service by any other stations which carry the same general program service as KMA. Order July 26.

WMBD Peoria, Ill.; WTOD Toledo—Opinion and order dismissing as moot petitions directed against grant of application of WMBD and granting application to modify MEOV authorized, in which a slight decrease in limitation from the presently licensed value to WTOD. Order July 26.

ORAL ARGUMENT

KLZ Denver, Col.; KWTO Springfield, Mo.—Commission upon request of KLZ continued without date oral argument scheduled for July 28 re application of KWTO. Action taken July 27.

Non-Docket Actions . . .

AM GRANTS

Princeton, Ind. — M. R. Lankford, granted new AM station 1250 kc, 1 kw day. Estimated construction cost $15,500. Mr. Lankford is owner of Lankford Mammoth Hatcheries. Granted Aug. 3.

Junction, Tex.—Kimble County Bcstg. Co., granted 1450 kc, 100 w unlimited. Estimated construction cost $6,000. Equal partners are: James E. Calhoun, announcer-newscaster KDWT Stamford, Tex., and Callan Graham, attorney and owner of ranch lands. Granted Aug. 3.

WGUY Bangor, Me.—Granted change in frequency from 1450 kc to 1230 kc with 250 w unlimited. Granted Aug. 3.

KPRS Olathe, Kan.—Granted increase in power from 500 w day to 1 kw day on 1590 kc. Granted Aug. 3.

TV GRANT

WNBT(TV) New York—Granted decrease in ERP from 7.0 kw vis., 5.75 kw aur. to 5.2 kw vis., 4.27 kw aur. Granted July 25.

TRANSFER GRANTS

WPCF Panama City, Fla. — Granted assignment of license from Edward G. Holmes and E. L. DuKate d/b as Bay County Bcstg. Co., licensee, to Bay County Bcstg. Co. Inc., new corporation with newcomer J. A. Smith. Mr. Smith is a prominent business man of Panama City and acquires 3.2% for $500. WPCF is assigned 1400 kc with 250 w fulltime. Granted July 24.

WCCM Lawrence, Mass. — Granted transfer of control in Lawrence Bcstg. Co., licensee, from Gordon S. Ley to George H. Jaspert for consideration of $25,000. Mr. Jaspert previously held a 50% interest in WCCM and transfer gives him 74%. WCCM is assigned 1 kw day on 800 kc. Granted July 24.

WHAY New Britain, Conn.—Granted transfer of control in Central Conn. Bcstg. Co., licensee, from 7 stockholders to 17 stockholders, resulting from refinancing plan involving issuance of new stock. WHAY is assigned 5 kw unlimited on 910 kc, directional. Granted July 24.

WFVG Fuquay Springs, N. C.—Granted assignment of license from J. M.

(Continued on page 80)

August 3 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WATS Sayre, Pa.; WDBL Springfield, Tenn.

License Renewal

WITH-FM Baltimore, Md. — Request for license renewal.

Modification of CP

WCAP Lowell, Mass.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KWFM San Diego; KGMO Cape Girardeau, Mo.; WWLH New Orleans.

WELI-FM New Haven, Conn.—Mod. CP new FM station to change from Class A to Class B, Chan. 300 (107.9 mc). ERP to 20 kw, ant. 500 ft.

WMAZ-FM Macon, Ga.—Mod. CP new FM station to change ERP to 3 kw, ant. to 171 ft.

CP to Replace CP

KUHF Houston, Tex.—CP to replace expired CP noncommercial educational FM station.

TENDERED FOR FILING

AM—1190 kc

WSIC Statesville, N. C.—CP AM station to change from 1400 kc 250 w unl. to 1190 kc 1 kw unl.

AM—650 kc

KRCO Prineville, Ore.—CP AM station to change from 690 kc 1 kw D to 650 kc 1 kw unl.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

COTTON CANDY AND A TOY BALLOON*

On Records: **Dinah Shore—Col. 38875; Rosalie Allen-Elton Britt—Vic. 21-0346; Kay Brown—Mer. 5430.**

On Transcription: **Skinnay Ennis—Standard.**

**(Non-exclusively licensed by BMI)*

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Roundup

(Continued from page 79)

Transfer Grants Cont.:

Stephenson, W. J. Davis and S. S. Adcock d/b as Radio Station WFVG Inc., to Mr. Stephenson and Mr. Davis. Mr. Adcock withdraws to devote more time to other business and sells his interest for $50,000 plus. WFVG is assigned 1 kw day on 1460 kc. Granted Aug. 3.

WIVY Jacksonville, Fla. — Granted transfer of control in WIVY Inc., licensee, from Frank L. Denton and L. Frank Jones to Edward J. Oberle for $46,372. Mr. Oberle is owner of Institute of Radio and Television, Jacksonville. WIVY is assigned 1 kw day on 1050 kc. Granted Aug. 3.

KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos, all N. M.—Granted assignment of licenses from Rio Grande Bcstg. Co., licensee, to Alvarado Bcstg. Co. Inc., for $140,000. Principals in Alvarado include: H. W. Bumpas, owner Southwest Publicity Inc., 40% interest WIBR Baton Rouge; A. M. Caldwell, owner Cottons Inc. (bakers) Baton Rouge and Herbert Wimberly, owner of Auto Hotel Co., and 50% owner Auto Rentals Inc., Baton Rouge, all will have 33⅓% interest. Mr. Tucker is one of the original owners in transferor. KOAT is assigned 250 w on 1450 kc. KRSN is assigned 250 w on 1490 kc; KTRC is assigned 1400 kc, 250 w fulltime. Granted Aug. 3.

WLYC Williamsport, Pa. — Granted relinquishment of control in Lycoming Bcstg. Co., permittee FM station, by John T. Keliher. Technical relinquishment only. WLYC operates on Chan. 286 (105.1 mc). Granted Aug. 3.

Deletions . . .

ONE AM and eight FM authorizations reported deleted by FCC. Total to date since Jan. 1: AM 30; FM 83; TV 3.

KROC-FM Rochester, Minn.—Southern Minnesota Bcstg. Co. License July 19. Economic.

WKIL(FM) Kankakee, Ill.—Kankakee Daily Journal. License July 19. Economic.

WIBW-FM Topeka, Kan. — Topeka Bcstg. Assn. Inc. License July 19. Economic.

KSGM-FM Ste. Genevieve, Mo. — Donze Co. CP July 26. CP expired.

KOPP-FM Ogden, Utah—KOPP Inc. CP July 26. CP expired.

KSGV(FM) Temple City, Calif. — Angelus Bcstg. Co. CP July 31. Failure to submit application to specify trans. site etc.

WJEM(FM) Springfield, Ohio—Champion City Bcstg. Co. CP July 31. CP expired.

KETR(FM) Whittier, Calif.—Whittier Bcstg. Co. CP Aug. 3. Failure to prosecute.

WOOB Anniston, Ala. — Calhoun Bcstg. Co. License July 25.

New Applications . . .

AM APPLICATIONS

Fulton, Ky.—Ken-Tenn Bcstg. Corp., 1270 kc, 1 kw day. Estimated construction cost $22,150. Principals in corporation include: Dr. Robert Bushart, surgeon and physician, and secretary-treasurer Fulton Hospital Inc., president 10%; Ira W. Little, owner Kentucky Motor Co., 28% interest Fulton Bank, ⅛% interest Pepsi Cola bottling works, Martin, Tenn., 20%; Dr. Glenn F. Bushart, associated with Dr. Robert Bushart, 10%. There are nineteen minor stockholders, all Fulton businessmen. Filed Aug. 1.

Sturgeon Bay, Wis. — Door County Bcstg. Co. Inc., 910 kc, 500 w day. Estimated construction cost $17,534. Resubmitted. Filed Aug. 1.

Fort Scott, Kan.—The S. & G. Co., 1570 kc, 250 w day. Estimated construction cost $10,683. Principals include: Robert R. Stoner, commercial and assistant manager KNEM Nevado, Mo.; Henrietta Stoner, housewife; Harry E. Gilbert, 33⅓% owner Hotel Mitchell; Elsie Gilbert, 33⅓% interest Hotel Mitchell, each will have 25% interest in station. Filed Aug. 2.

Farmington, N. M.—Valley Bcstg. Co., 1240 kc, 250 w unlimited. Estimated construction cost $10,400. Principals include: Louella M. Bowles, apartment house owner and manager, Fort Worth, 50%; Marvin E. Bowles, chief engineer KERB Kermit, Tex. Filed Aug. 3.

TRANSFER REQUESTS

WOOD Grand Rapids, Mich.—Acquisition of control in Grandwood Bcstg. Co., licensee, by WFBM Inc. through purchase of 125 sh. or 50% stock from Ralph S. and Bertha G. Euler and F. R. Denton. Consideration is $12,500, and purchase of promissory notes for $37,500, and cancellation of previous agreement of Mr. Euler and Mr. Denton to indemnify WFBM Inc. to the extent of 50% any money they might be required to pay Mellon National Bank and Trust Co. WOOD is assigned 5 kw fulltime, directional on 1300 kc. Filed Aug. 1.

KRSC Seattle, Wash. — Transfer of control of Radio Sales Corp., licensee, from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr. to J. Elroy McCaw for $112,500. Principal stockholder Leberman is making his residence in New York and wishes to divest himself of his interest. Mr. McCaw's other radio interests include, KELA Centralia-Chehalis, Wash., 50%; KYAK Yakima, 33⅓%; KLZ-AM-FM Denver, 21.5%; KPOA Honolulu, 50%; KILA Hilo, 50% and KYA Palo Alto, 50%. KRSC is assigned 1 kw fulltime on 1150 kc. See BROADCASTING July 3. Filed Aug. 1.

WHBO Sulphur Springs, Fla.—Assignment of license from Harold A. Dunlap and Harry J. Dunlap, partnership d/b as Sulphur Springs Bcstrs. to Harold A. Dunlap. Harry Dunlap is returning to his home in Ohio and sells his 50% for $25,000. WHBO is assigned 1050 kc 250 w-D.

KXOC Chico, Calif.—Assignment of license from Sacramento Bcstrs. Inc., licensee, to KXOC Inc., in which Lincoln Dellar is still 100% stockholder as he is in transferor. KXOC is assigned 5 kw fulltime, directional on 1150 kc. Filed July 21.

KBOK Waterloo, Ia. — Transfer of control of Waterloo Bcstg. Co., licensee, from Clair Miller, Otto Kahl, Otto Kahl Jr., and Amalia Miller to KBOK Inc., for consideration of $21,797.98. Principals in KBOK Inc. include: David Benzor, lawyer and vice president WEXT Milwaukee, president, 50%; Clair Miller, vice president 30%; John M. Printup, salesman National Research Bureau, secretary 15%. KBOK is assigned 1 kw day, on 1090 kc. Filed July 26.

WTBC Tuscaloosa, Ala.—Assignment of license from Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co., licensee, to same partners with exception of Mr. Todd, who sells his ¼ interest to partners, subject to FCC approval. WTBC operates on 1230 kc, 250 w fulltime. Filed July 26.

Richards Case

(Continued from page 26)

week supported testimony of earlier witnesses that Mr. Richards ordered staff members to slant news according to his personal views, particularly against the family and administration of President Roosevelt and certain minority groups.

Mr. Richards is chief owner of KMPC, WGAR Cleveland and WJR Detroit, whose license-renewal applications are at stake in the hearing.

Argument over missing scripts and other material developed Thursday afternoon when Mr. Burns reported that a diligent search, in response to subpenas, had failed to produce them. He read letters from WJR and WGAR saying such material is kept for a certain number of years and then destroyed, but assured Examiner Cunningham that every effort was being made to produce as much of the requested data as possible.

Clete Roberts, former KMPC public affairs director, who is regarded as a star witness of FCC, took the stand late Thursday for what was expected to be several days of testimony.

Now a newscaster of KFWB and KLAC-TV Hollywood, he said that during his tenure at KMPC he received communications about news handling from Mr. Richards "in the form of newspaper clippings, telephone calls, telegrams, letters, and memos." He said there were "daily phone calls, and sometimes several a day."

Conversations with the station owner, he said, dealt with news treatment of public figures, political parties, the Democratic administration, religious and racial groups, and communism and communistic activities.

Referring to communications from Mr. Richards, he said that about "some of them I had an immediate feeling of annoyance. Some I destroyed. Others I kept. Some of them were reasonable and should have been kept."

Among "instructions," he said, were admonitions to show the Democratic party in an unfavorable light—"Give them hell. Don't be afraid. Keep on slugging." He identified a memo regarding a wartime coal strike which told him to "climb all over the administration," saying he passed the memo along to newsmen but did not know whether the suggestion was carried out. On one occasion he wrote and broadcast an article opposed to Democrats, he testified.

John Dehner, freelance radio and film actor, who was a KMPC announcer and news editor in 1942-43, said Mr. Richards "frequently gave his personal antipathies and

WCAR MOVE

FCC Grants Change To Detroit

FINAL decision to grant the long-pending bid of WCAR Pontiac, Mich., to move to Detroit and change facilities from 1 kw daytime on 1130 kc to 50 kw day, 10 kw night on that frequency, directional fulltime, was reported by FCC last week [CLOSED CIRCUIT, July 31]. Competitive bid of UAW-CIO Broadcasting Corp. of Michigan was denied.

Meanwhile, FCC also announced its final decision to grant WCUM Cumberland, Md., an increase in power from 100 w to 250 w, operating fulltime on 1490 kc. Engineering conditions were included with the approval.

The Commission majority in the WCAR case originally had issued a proposed decision to deny the station's application for a move to Detroit and power increase on grounds it would violate the principle of Sec. 307(b) of FCC's rules regarding equitable distribution of station facilities [BROADCASTING, Oct. 17, 1949].

However, in the final ruling, while the majority favored granting the WCAR bid, Chairman Wayne Coy and Comr. Paul A. Walker by dissenting opinions voted to deny the application on the basis of Sec. 307(b). They considered that Pontiac, as a large city without other broadcast facilities, had more need of WCAR's service than did Detroit for a sixth fulltime outlet. Comrs. E. M. Webster and Frieda B. Hennock did not participate in the decision.

Lacked Technical Qualifications

The Commission voted to deny the UAW-CIO Broadcasting Corp. application on grounds the applicant failed to establish its technical qualifications. UAW-CIO Broadcasting sought a new station in Detroit on 1130 kc with 5 kw day, 2.5 kw night, directional fulltime. FCC noted, however, that to grant the bid would result in "mutually ruinous interference" with WCAR as presently situated and would require a separate proceeding involving an order to show cause directed to WCAR.

The FCC majority ruling found that WCAR, as a Class II station at Detroit, "would improve its present utilization of the frequency by increasing its present service area during the daytime and by providing a new primary service to a substantial area at night." This would mean a day and night primary service to the Detroit metropolitan area within the meaning of FCC's standards of engineering practice, the majority stated, "including the city of Detroit, the residential area of Pontiac, and the residential areas of other communities of substantial size located within this metropolitan area."

The majority further noted WCAR proposed to maintain an auxiliary studio in Pontiac and to continue its broadcasts of Pontiac public service programs, part of which would be moved to more desirable nighttime periods. Similar service to the other communities to be covered also is proposed, FCC found.

Coy, Walker Dissent

Comrs. Coy and Walker, in their dissent, considered that Sec. 307(b) precluded removal of WCAR from Pontiac, a city of some 66,000 persons, to Detroit with more than 1,600,000 persons. They did not believe the auxiliary studio plan could in any way substitute for the loss of the local facility and saw the majority's conclusion as a possible precedent whereby applicants might seek small community perimeter grants as first step to securing entrance to the larger city.

WCAR's proposed transmitter site is on a small island in the Detroit river. Two towers will be used for its daytime directional array while nine towers will be used at night. Several engineering conditions attended the grant.

In spite of interference to WARD Johnstown, Pa., within the Cumberland area, the FCC majority ruled to grant the WCUM power boost in view of the extended local service which would result both day and night. The majority noted the WARD interference area lies 13 to 15 miles from Johnstown and receives service from three other Pennsylvania stations, including WJAC Johnstown.

Comrs. Rosel H. Hyde and Robert F. Jones voted to deny the WCUM application. Chairman Wayne Coy and Comr. E. M. Webster did not participate.

would talk about his personal antagonisms."

Mr. Dehner said there were times when "I didn't broadcast items he told me to include," especially stories derogatory to Jews.

Mr. Dehner identified 44 pages of anti-Roosevelt, anti-Administration, and pro-Republican clippings which he said were taken from newspapers and included in newscasts at Mr. Richards' request.

Under cross-examination by Hugh Fulton, chief defense counsel, Mr. Dehner said he could see "nothing false" in a large number of these items but that "the reason behind the use of these articles and stories from newspapers on newscasts . . . gave them a quality of falseness."

"It was wrong because Mr. Richards told me to use them to reflect his own antagonisms," he declared.

He conceded that if he had checked the KMPC wire news services he might have found many of the same stories available there.

Thor Testifies

Larry Thor, CBS announcer-actor, who was a KMPC announcer in 1947-48, testified that "if you didn't do as he asked [Mr. Richards], you didn't work there."

He told of complaining to Mr. Roberts, then KMPC public affairs director, who he said told him that he (Mr. Roberts) was given a free rein and didn't share Mr. Richards' views.

Mr. Thor said that when Mr. Roberts was dismissed, newsroom morale was bad and that he took a job elsewhere.

"Instructions" during his tenure at KMPC, he said, called for use of an uncomplimentary story about a Margaret Truman concert; linking of the Stern gang in Palestine with communists, and reference to Maj. Gen. Bennett Meyers as "Benny."

Under cross-examination Mr. Thor identified news scripts he had broadcast at KMPC and, after reading various items into the record, said he could see nothing "false" in them. He testified, however, that they were not "complete." Similar characterizations have been made by other witnesses.

George Lewin, now on the *Los Angeles Examiner* copy desk, said that while he was with KMPC as news supervisor in 1947-48 he had standard orders to look for and use unfavorable stories on the Roosevelt family and administration.

He said that on Mr. Richards' orders he wrote a three-page newscast critical of Elliot Roosevelt, and that among other things he was told to refer to Henry Wallace as "screw-ball" and "tumbleweed." At one staff meeting, he said, Mr. Richards "presented a list of people he wanted us to be difficult with."

Mr. Lewin said he followed the station owner's instructions to a substantial extent but that when Mr. Richards was out of hearing of KMPC "we did not use any such scripts."

David P. Anderson, now an NBC Hollywood news commentator, said that when he worked for KMPC for 13 weeks in 1947 he was hired directly by his sponsor's agency, BBDO, and therefore took no orders from Mr. Richards or station personnel. But he said other KMPC newsmen received frequent telephone calls from Mr. Richards giving "specific instructions as to what should be carried and what should not be carried."

The decision to recall General Manager Reynolds followed FCC counsel's insistence that his testimony was needed with respect to a letter in which former KMPC Newscaster Eddie Lyon reportedly laid down conditions under which he would accept promotion to news editor. Mr. Lyon has testified that he stipulated among other things, that "Mr. Richards was to lay off the phone calls."

When Mr. Burns reported later that Mr. Reynolds would not return until this week, Examiner Cunningham noted that the subpena was for Thursday, and accused Mr. Burns of ignoring his order.

Mr. Cottone contended that KMPC and defense counsel had failed to comply with other subpenas for documents and other materials.

In the ensuing exchange Mr. Burns threatened to seek a subpena for documents which FCC counsel intend to use in connection with the possible future appearances of Leo Fitzpatrick, former WJR vice president and general manager (now board chairman of WGR Buffalo) and an as yet unidentified CBS New York executive.

Mr. Cottone told Mr. Burns that "you will be given that material at an appropriate time for cross-examination." When Mr. Burns threatened to get a subpena, Examiner Cunningham said he would not rule favorably on such a request without identification of the documents.

WMEX GRANT

FCC Approves Renewal, Control Transfer

FINAL DECISION to grant renewal of license and transfer of control to WMEX Boston was reported by FCC last week [CLOSED CIRCUIT, July 31]. Terminating the lengthy proceeding which investigated WMEX ownership since 1933, the ruling found the record would not support the conclusion that certain data had been wilfully withheld from the Commission.

WMEX, licensed to the Northern Corp., is an independent outlet on 1510 kc with 5 kw fulltime, directional. FCC's final decision generally followed Hearing Examiner J. D. Cunningham's earlier recommended grant [BROADCASTING, Sept. 12, 1949].

Approval is given to transfer of minor holdings in WMEX from John E. Reilly, Charles A. Coughlin, George Kaplan and Fred Randazzo to Alfred J. Pote, William S. Pote and their sister, Antoinette Iovanna. Collectively the Pote group gains nearly full ownership and any two of them hold majority interest.

Minor interests are retained by all of the transferors. Consideration involved is the assumption of various obligations.

Aside from the ownership issue, the Commission was concerned with horse-race and block time-sales aspects of WMEX programming. FCC noted the station's practice of selling block time for re-sale had been voluntarily dropped prior to the Commission's statement of policy denouncing this type of programming in the industry and WMEX "at the present . . . appears to exercise full responsibility for all programs broadcasts."

WMEX continues to air horse racing information programs under sponsorship of Armstrong Daily Sports Inc., daily racing news publisher, the decision indicated. These broadcasts, FCC found, "however suspect, have neither resulted in overall program imbalance nor been characterized by any substantial evidence of record linking them with illegal gambling." Endorsement of the station by representative community groups and WMEX's various public service programs also were cited.

WMEX Origination

According to FCC's decision, the Northern Corp. was organized in 1933 "primarily as the result of the concerted promotion efforts of Messrs. William S. and Alfred J. Pote, Allen T. Dresser and Thomas F. Driscoll, each of whom, either directly or indirectly, previously had been identified with, and financially interested" in WLOE Boston. WLOE was deleted by the former Federal Radio Commission after license renewal was denied because the applicant was found to be financially unqualified. An application of William S. Pote for assignment to him of the WLOE license also was denied, the decision said.

The original Northern Corp. application did not list the minor holdings of the Pote group, nor those of Mr. Dresser, whose stock was in the name of Josephine M. Cunningham, because the FRC did not require it, the decision found. Whether, in view of the WLOE case, it was their intention to conceal their identities "are matters of speculation," the decision said, and the evidence does not support such a finding.

"In any event," the decision said, "the Commission was offically informed more than 13 years ago that the Pote brothers, and their sister, Mrs. Iovanna, held financial interests in . . . WMEX." FCC noted the WLOE decision "appears to have been predicted upon a set of facts widely different from those involved in the application" of WMEX "and it did not reflect discredit upon any of these men; nor did the facts appear to be such as would give rise to suspicion in the minds of reasonable persons that any subsequent applications with which this group was found identified would be considered unfavorably."

The decision found that as result of threatened law suits and other finacial difficulties which Mr. Dresser encountered in his association with New England Corp., which for a time leased WLOE, "he resolved to conceal his identity and stock ownership" in WMEX. The decision said that while Mr. Dresser's holdings were in the name of Miss Cunningham, the circumstances suggest strongly the possibility that "the officers, directors and stockholders . . . were aware that he was acting in his own behalf and not merely as a representative of Miss Cunningham" in WMEX affairs for some 13 years.

Mr. Dresser retired from WMEX in 1948, selling all of his stock to the corporation for the return of his investment.

Serious Consequences

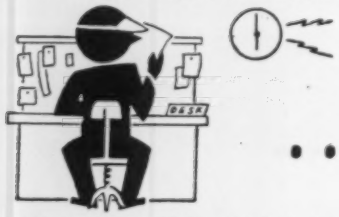
"Serious consequences would attend a finding of wilful deception," FCC said, "and we are reluctant to make such a finding unless it is clearly warranted." The decision explained, "The evidence of record . . . however, is inconclusive on the question of whether the other stockholders were aware that Dresser was the actual owner of the Cunningham stock; and erroneous judgment and a lack of care in preparing reports reasonably explain the failure to note that all stockholders except Miss Cunningham were voting their own stock."

The decision further noted "the record is devoid of evidence which reflects adversely upon the integrity or the general character and reputation of any of the persons now identified" with WMEX.

FCC concluded it was satisfied that all persons affiliated with WMEX "are aware of their responsibility to supply the Commission with carefully prepared reports containing full and accurate information when expressly directed or required by our rules to do so. We expect complete diligence in this regard."

NLRB Drops Case

BECAUSE musicians union in Chicago has agreed to drop action against local Muzak franchise holder, Boom Electric & Amplifier Corp., National Labor Relations Board will not issue charge against AFM, Robert Ackerberg, acting NLRB regional director, said July 28. Union stopped Muzak's service to some Chicago hotels and restaurants a year ago, claiming AFM instead of IBEW members should be record turners for music service. Boom filed unfair labor practice charges with NLRB last October.



...at deadline

FCC AFFIRMS RULING ON KWIK REVOCATION

INITIAL decision affirming FCC's revocation order against KWIK Burbank, Calif. [BROADCASTING, Dec. 19, 1949] issued Friday by FCC Comr. E. M. Webster, who conducted hearing. His decision, subject to Commission review upon request, held that control of Burbank Broadcasters Inc., licensee, was transferred without FCC approval; that "on a number of occasions" FCC rules relating to filing of ownership data were disregarded, and that "without question Burbank Broadcasters Inc. is not qualified" for broadcast license.

Subsequent to stock transactions involved in hearing, KWIK was adjudged bankrupt, and application is now pending for FCC consent to transfer it from bankruptcy trustee to International Ladies Garment Workers Union for $40,000 [BROADCASTING, July 25, 1949]. If revocation becomes effective, transfer precluded. ILGWU owns FM stations KFMV Los Angeles, WFDR New York, WVUN Chattanooga. KWIK is on 1490 kc with 250 w.

REP. BROOKS PROTESTS MEXICAN OPERATION

XENT Nuevo Laredo, Mexico, Friday was accused of ether "roadhog tactics" in statement made by Rep. Overton Brooks (D-La.), who claimed "intolerable interference will ruin KENT [Shreveport, La.] if permitted to continue." He charged Mexican station, on Texas border, operates "with no restrictions whatsoever." Both stations operate on 1550 kc.

Rep. Brooks said he had "repeatedly appealed" to the State Dept., which "apparently is vigorous in its protestations, without avail" [CLOSED CIRCUIT, April 10]. He felt "something more is needed than formal protests to remove this Goliath . . . from its predatory position," and asserted that "no radio channel in this country is safe from such monstrosities." He conferred Thursday with James Webb, assistant Secretary of State.

CUBAN TV STATION TO OPEN IN NOVEMBER

CUBA will have television by November or December when CMQ Havana opens its video outlet, according to Rafael M. Conill, president of Mestre, Conill & Co., Havana agency. Mr. Conill is studying TV techniques in New York.

First programs will reach some 1,000 TV sets in public places, he said, predicting 25,000 will be in use six months after telecasts begin.

WRUL HEARING CONTINUED

HEARING on license renewal bid of international broadcast station WRUL Boston continued indefinitely Friday by FCC Hearing Examiner J. D. Bond on request of World Wide Broadcasting Corp., station operator (see early story page 33).

PAGLIARA RESIGNS

NICHOLAS PAGLIARA, general manager of WEW St. Louis for 10 years, has resigned effective next Friday.

NETWORKS, BELL SYSTEM TO ALLOCATE TV CIRCUITS

REPRESENTATIVES of TV networks will meet this week in New York under aegis of Bell System officials to begin working out allocation of AT&T's network facilities for final quarter of 1950.

With opening of radio relay connections between New York and Chicago scheduled for early September, there is no longer any problem along this route, combination of coaxial cable and radio relay facilities providing four westbound and three eastbound circuits for video use. Major problem confronting conferees is allocation of limited facilities running south from Richmond, west from Chicago and west and south from Dayton to Indianapolis and Louisville.

Network delegations will be headed by: ABC, Ernest Lee Jahnke, vice president in charge of stations; CBS, Frank Falknor, vice president in charge of network operations; DuMont, Robert Jamieson, manager, station relations; NBC-TV, Carleton Smith, director, TV operations.

STATIONS URGED TO BAN 'SCARE' ADVERTISING

BROADCAST Advertising Bureau suggested last week that stations immediately adopt policies to ban "scare" advertising, based on fear of shortages. In memo to NAB members, BAB pointed out that "now is the time to define your policy for all advertisers and all advertising. Are you, or are you not, going to allow advertisers to trade on the fear of shortages?"

Memo said listeners and sponsors are already forming opinions about stations as to stand they take for or against "scare" advertising.

TELEVISION ANALYSIS ISSUED BY CHAMBERS

TELEVISION and radio will be "highly complementary," with both used by same advertisers at different times, according to TV analysis in current issue of *Advertising News Letter* published by Committee on Advertising of U. S. Chamber of Commerce.

According to C of C analysis radio will continue to be effective for prices charged; clients who can't afford TV will buy radio and get good value; radio will take care of sparsely settled areas for long time, but greater radio audience may be available only in daytime; firms with "real selling job to do" will use TV while firms "interested primarily in institutional promotion will be content with radio," assuming TV will be relatively expensive for few years.

MAGNAVOX BID TO AGENCIES

MAGNAVOX Co., Ft. Wayne, Ind., understood to be talking to other agencies to service its hour-long TV show, alternate Friday nights on CBS-TV. Maxon Inc., New York, current agency, expects regular talent commission in addition to time on show which will be produced by CBS, but it was understood advertiser is unwilling to allow talent commission to agency. Late Friday situation remained up in air. Show scheduled to start Sept. 15.

Closed Circuit

(Continued from page 4)

KTSL (TV) Los Angeles and present Don Lee headquarters.

HEADQUARTERS organization of Westinghouse Radio Stations Inc. will be moved to Washington in late summer or early fall at direction of Walter C. Evans, president. Group, headed by Walter Benoit, WRS vice president, will join legal and engineering staffs previously transferred to Washington and will include management, sales and advertising-promotion staffs.

NEW "progress packet" introduced at NAB by General Manager William B. Ryan to keep work moving. He checks each department head's project list against master list every two weeks as part of drive to bring efficiency and speed.

PRIVATE mobile communications setup for use throughout state by New Hampshire State Democratic Committee reportedly denied by FCC last week as Republican group on Capitol Hill waited to pounce on Commission for similar GOP facilities should favorable decision have been given. Harry Carlson, Meridian, N. H., Democratic committeeman, was said to have been denied four mobile units on experimental frequency 27.255 mc using Army surplus equipment.

FORMATION of Films for Television Inc. in Boston shortly will be announced. Principals include Charles W. Phelan, president, former Yankee Network sales executive, who recently sold WESX Salem, Mass., and Ralph Matheson, former owner of WHDH Boston. Located at 115 Newbury St., firm has purchased all equipment to produce complete job from scripts to release prints.

LONG-RANGE explorers of what could happen foresee prospect, in event of total war, that television might at best become strictly local activity. Telephone needs (critical in last war) could commandeer coaxial facilities in quantity and leave network TV to depend on kinescoping, which takes literally miles of film—and any Brownie fan knows film was rarely available even by the roll in World War II. AT&T assures, however, that it has no plans for diverting facilities from television to telephone at this time.

CANADIAN NETWORK bookings for fall and winter are slower in coming in this summer than in any previous summer. Indecision of American network advertisers understood to be basic reason for slow renewal of American and Canadian shows for Canadian nets. New Canadian shows also marking time as result of uncertainty of times optioned by American advertisers.

MEXICAN Director of Telecommunications Miguel Pereyra has been invited to Washington for informal chats with FCC and State Dept. about border TV allocations, preparations for Sept. 6 resumption of NARBA negotiations, and Administrative Radio Conference scheduled to start Sept. 26 at The Hague on new world frequency list. Authorities emphasize proposed talks are not intended to influence formal NARBA negotiations.

WBKB (TV) CHICAGO, Balaban & Katz theatre chain station, looking for larger quarters better adapted to video facilities than present headquarters in Loop's State-Lake Bldg. B & K reportedly ready to close Garrick movie theatre, first in city's Loop to shut up shop because of "bad business."

XUM

WORCESTER

A Top-Flight Buying Market of the Nation

Month old U. S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

Retail Sales	$474,773,000
Food Sales including Eating Establishments	$175,409,000
Home Furnishings Sales	$ 24,449,000
Automotive Sales	$ 61,052,000
Filling Station Sales	$ 21,402,000
Drug Sales	$ 14,194,000

1950 Survey of Buying Power* places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

WTAG

Commands

The Audience in This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,570 families, 113% greater than the closest second station.

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WTAG
WORCESTER
BASIC CBS
580 KC

Industrial Capital of New England

See Raymer for all details